12 follow-up email templates that will help turn prospects into customers. Simply copy and paste into Close CRM!

When you look at the sales process of most B2B sales teams, there's typically A LOT of things that you could improve. I generally like to focus on those things that will make a significant impact on the results your sales team generates, and are easy to implement.

Which is why most sales teams should focus on optimizing their follow-ups. That's the one area where they can really make a difference to their bottom line, with very little effort. Some of the follow-up email templates you find here are emails I've shared years ago on my blog, and some are brand new.

Usually email templates become outdated real quick, simply because we sales people and marketer tend to overuse whatever works. So why do I include some old email templates in here? Easy.

I get effing terrible follow-up emails every day. And even the most overused and outdated email template in this document is still much better than more than half of the follow-up emails I receive. Go ahead and check out the follow-up emails YOU receive, you'll see what I mean.

If you haven't already, I encourage you to sign up for a free 14-day Close trial and actually USE Close to send them. We've even included the mail-merge tags already, and Close app's powerful email features will help you to send emails that sell much better and easier.

Go get'em!

Steli

Following up when a prospect opened your email, clicked a link, but didn't respond.

Most sales email tools allow you to filter for contacts who opened your email and clicked on a link, but didn't reply. Close makes it very easy to do this and set up a workflow to ensure that no lead falls through the crack.

Subject: Your questions from yesterday?

Hi {{contact.first_name}},

I noticed you opened my email yesterday and checked out [YOUR WEBSITE]. What were you looking for?

I'd be happy to answer any question you have. Just hit reply to this email or click here to schedule a quick 10 minute call with me.

Thanks,
{{user.first_name}}

The classic follow-up email

We've shared this basic follow-up email for many years already on the blog, and yet, it's still a much better email the majority of follow-up emails I receive most of the time.

```
Subject: {{organization.name}} Follow Up

Hi {{contact.first_name}},

Friendly follow up.

I wanted to show you how {{organization.name}} can help you
[THAT THING YOUR PRODUCT/SERVICE HELPS YOU WITH]. Do you have a
few minutes for a quick call later this week?

Suggest a time or pick a slot in my calendar by clicking here.

Cheers,
{{user.first_name}}
```

The "I just called" email

A simple and effective way of following up with a prospect you just called but didn't manage to speak to

```
Subject: Today's Call

Hi {{contact.first_name}},

I just tried giving you a call.

Do you have a few minutes to catch up later this week?:

Wed @ 11AM PST
Thur @ 2PM PST
Fri @ 3PM PST

Cheers,
{{user.first_name}}
```

The "I just left a voicemail because…" email

When you're making a lot of dials, you'll definitely end up in voicemail quite a few times. With Close, you can leave pre-recorded voicemails with just one click to save you some time. You can then either manually send a follow-up email, or create a workflow that will automatically email all those prospects that have received a voicemail from you.

```
Subject: Today's Call

Hi {{contact.first_name}},

I just tried giving you a call.

Do you have a few minutes to catch up later this week?:

Wed @ 11AM PST
Thur @ 2PM PST
Fri @ 3PM PST

Cheers,
{{user.first_name}}
```

Following up to get referred to the right person

Here's a simple follow-up email that you can use to bump up a cold email in a prospect's inbox that's asking to be referred to the right person within an organization. Just send it as a reply in the same email thread, so people can look up the relevant context easily.

Subject: *Just send as reply to last correspondence*

Hi {{contact.first_name}},

I understand you're busy and probably are already dealing with way too many emails in your inbox every day, so I'll keep it short :)

Who could be a good person to speak with regarding [PROBLEM YOUR OFFER SOLVES]?

Thanks again,

{{user.first_name}}

Following up with a lost opportunity

Another follow-up email we've shared for years already. Just copy-pasting this will still leave you with plenty of room to optimize and improve, and yet, it's still a very effective email to use, and many sales teams are using much worse than this.

```
Subject: Quick {{organization.name}} update

Hi {{contact.first_name}},

Hope all is well.

Last time we spoke, you didn't think {{organization.name}} was a
good fit because [REASON WHY THEY DIDN'T CLOSE].

The good news is that we now [NEW FEATURE OR SERVICE THAT
ADDRESSES THEIR CONCERN]. Based on our past conversations, I
think we're in a better position to [HELP WITH WHATEVER YOUR
PRODUCT DOES].

Cheers,

{{user.first_name}}
```

Follow up with an opportunity that disappeared on you

Another classic follow-up email. Simple and short.

Subject: Are we still moving forward?

Hi {{contact.first_name}},

Friendly check in.

Last time we spoke, we said that we were [NEXT STEP IN THE SALES PROCESS]. How can I help move things forward?

Cheers,

{{user.first_name}}

The "quick recap" follow-up email after a phone call

Subject: Thanks again!

Hi {{contact.first_name}},

Was great talking with you today!

I understand the main things you're looking for when choosing a [WHATEVER IT IS YOU'RE OFFERING] are:

Benefit 1
Benefit 2
Benefit 3

Is that correct?

Some questions that we need to get some clarity around are:

Objection 1 / question 1
Objection 2 / question 2

I'll talk with our dev team to find out if these things are possible the way you want them to.

Next steps:

You'll loop in [STAKEHOLDER 2 NAME]
We'll get on another call Tuesday next week at 10:30am PT.

Let me know if there's anything else I can do to be helpful, and be free to ping me with any questions that come up anytime.

Thanks,
{{user.first_name}}

Using humor to follow up

There's still a lot of debate about whether or not it's appropriate to use humor in B2B prospecting emails.

Truth is, in some cases it'll be the thing that will get cold prospects to respond, and in some cases people will think it's unprofessional. You have to figure out what works for you. I've published a blog post on humor in sales, you can read it here.

Here's an email that GoCo.io, a HR & Benefits Software solution used to follow up. They tested this humorous email against another standard follow-up email, and they got almost twice the (positive) response rate with the humorous email.
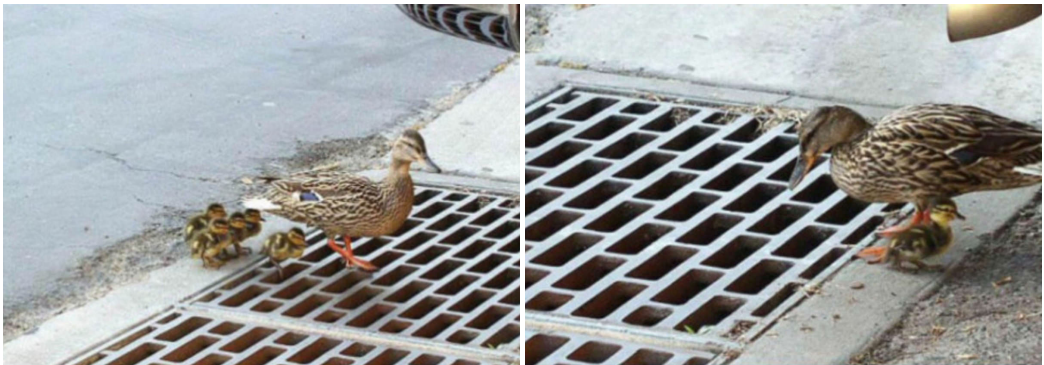
(See next page for email)

Subject: MIA

Hi {{contact.first_name}},

I haven't heard from you so that tells me one of two things:
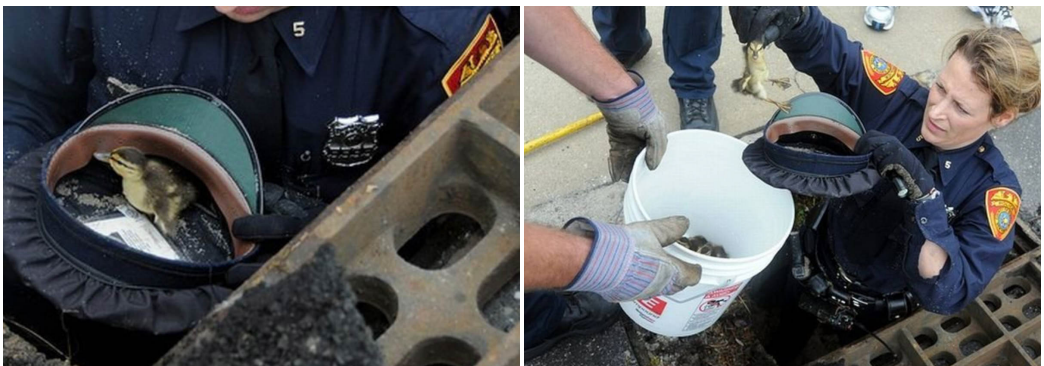
1. You're not interested

2. You've been busy and my emails fell through the cracks like these unfortunate ducklings:

I'd love to help you save a bunch of time on all your HR stuff with our free software, but let me know either way so I can stop bugging you.
-
P.S. I hope the story has a happy ending like it did for the ducklings.

The "what else do we need?" email

Another simple email to nudge a prospect towards a buying decision.

```
Subject: What else do we need?

Hi {{contact.first_name}},

Hope all is well.

When we first spoke, you said that we need to:

[OBJECTION A]
[OBJECTION B]
[OBJECTION C]

Do you think we've done those things? What else do we need to
move forward this week?

Cheers,

{{user.first_name}}
```

Asking for the close

Once a prospect has confirmed they want to buy, sometimes they'll still go MIA. Just make sure to keep the ball rolling.

```
Subject: Let's get started

Hi {{contact.first_name}},

We're all set. Here's what I'll need from you to get you set up:

Onboarding Item 1
Onboarding Item 2
Onboarding Item 3

Do any of these times work for a set up call? Feel free to
include your team:

Wed @ 11AM PST
Thur @ 2PM PST
Fri @ 3PM PST

Cheers,
{{user.first_name}}
```

The breakup email

This is one of the most effective follow up email templates you can use when a prospect isn't responding to your emails. I've talked about it in more detail, and shared other examples in this blog post.

Subject: Goodbye from {{user.first_name}}

Hi {{contact.first_name}},

I was really looking forward to [INTENDED RESULT], but I haven't heard a response to my calls and emails. That means this will be my last email to you. If you change your mind and would like to give {{organization.name}} a try, please let me know and I'll help move this forward.

Best,

{{user.first_name}}

Close