

Follow-up emails for non-responsive prospect

Ever devoted hours of work sourcing out a prospect, agreeing to the details in principle, only for your would-be customer to ghost you when it comes to the crunch?

It may seem all is lost, but you'd be surprised at the power a follow-up email can have in reviving the deal and converting the prospect into a bonafide customer.

Before sending any follow-up email, always abide by the golden rules:

1. Set up an automated system to save you and your team valuable time
2. Never send an email without a clear call-to-action
3. Recognize the differences between perseverance and harassment
4. Contact them by phone if needed
5. Ask yourself: is the follow-up really a necessity?

Post initial client meeting

Hi NAME,

Firstly, it was great meeting you and your colleagues today; I enjoyed learning more about [BUSINESS NAME] and I'm excited by the prospect of collaborating.

I've put together a list of action points to help get the project off the ground:

For our team:

- [INSERT ACTION POINT]
- [INSERT ACTION POINT]

For [BUSINESS NAME] team:

- [INSERT ACTION POINT]
- [INSERT ACTION POINT]

Please can you check the action points listed and confirm that these are correct.

If there are any amendments you'd like me to make, let me know, I'd be more than happy to help.

I've scheduled a follow-up meeting for [INSERT DATE] at [INSERT TIME] to finalize the details. Let me know if this isn't convenient and we can reschedule an alternative date.

If you have any questions, please don't hesitate to get in touch.

Sincerely,

[INSERT NAME]

No response to the initial proposal

Subject: Got any questions about the proposal?

Hi [INSERT NAME],

I hope you're well.

Last week, I sent over your initial proposal doc for [INSERT PROJECT NAME]. However, I'm yet to hear from you to discuss the next steps.

If you have any questions about the proposal or suggested amendments, I'd be more than happy to help.

Either way, it'd be great to pencil in a call to discuss this in further detail. Does [INSERT DATE AND TIME] fit with your current availability?

I'm excited to work together and would like to get started sooner, rather than later.

Sincerely,

[INSERT NAME]

Chaser for essential documents

Subject: [INSERT PROJECT NAME] - assets needed

Hi [FIRST NAME]

I hope you're well.

Thanks for giving me the opportunity to work with you on this project, I'm excited to get started.

While I'm confident I'll complete the project before the agreed deadline of [INSERT DATE], I do need the following documents before I can begin work:

- [INSERT DOCUMENT NAME]
- [INSERT DOCUMENT NAME]
- [INSERT DOCUMENT NAME]

Please can you send these to me by [INSERT DATE] so I can begin working on the project? If you have any questions, please be sure to get in touch ASAP.

Sincerely,

[INSERT NAME]

Email 4: Overdue payment

Subject: Late payment: Did you miss the invoice?

Hi [FIRST NAME]

I'm contacting you regarding the unpaid invoice on [INSERT INVOICE REFERENCE] sent to you on [INSERT DATE].

While I appreciate invoices can find their way into spam folders, payment was due on [INSERT DATE] and is now overdue.

Please make payment in [X] days to avoid an additional fee of X%, as outlined in the terms and conditions of our agreement.

I've attached another copy of the invoice.

Yours sincerely,

[INSERT NAME]

Post-sales email

Subject: Here's that business guide we were discussing on the phone.

Hi [FIRST NAME],

It was great to chat with you the other day; I'm sure [INSERT YOUR BUSINESS NAME] can help [INSERT CLIENT BUSINESS NAME] surpass its goals.

As promised, I'm following up with a link to the material we discussed during our conversation - the information can be accessed [HERE](#).

Based on our conversation, I'm sure we can provide you with a platform for exciting future successes.

Let me know if you have any questions, I'd be more than happy to help.

Thanks,

[INSERT NAME]

Reviving cold leads

Subject: Exclusive 25% discount for [BUSINESS NAME]

Hi [FIRST NAME]

I hope you're well.

My name's [INSERT NAME] from [BUSINESS NAME]. We chatted a few months back about services for your business. Unfortunately, you decided not to pursue working with our practice.

Since our initial correspondence, I've spoken with my team and I'm delighted to offer you a 25% discount on our initial quote.

I'm keen to work with [BUSINESS NAME]; if you have any questions about the packages we offer, I'd be more than happy to set up a call when it's convenient to discuss your options further.

Sincerely,

[YOUR NAME]

Checking in

Hi NAME,

I'm [INSERT NAME] from [COMPANY NAME].

When we spoke [X] months ago, you asked if we could reconvene and revisit the possibility of working together at a later date.

I've visited your new website and social media profiles and it looks like you've made great progress - congratulations!

I wondered if you could take a look at the materials from when we chatted previously? These can be found [HERE](#).

It'd be great to schedule a catch-up about the company's recent developments and ways we can help you progress further. How does [DATE AND TIME] sound?

Sincerely,

[YOUR NAME]
