

PROSPECTING PARTNER DAYS FOLLOW-UP EMAILS



These email templates can be used as follow-ups to support your conversations during the Prospecting Partner Days campaign.

- 1. Net New Logo**
- 2. Follow-Up After Initial Contact**
- 3. Checking In on Existing ServiceNow Users**
- 4. Re-Engaging Dormant Leads**
- 5. Upsell & Cross-Sell**
- 6. Cross-Selling to Existing ServiceNow Users**

1 FOLLOW-UP AFTER A SUCCESSFUL CALL

Subject: Great to Speak with You Today, [Lead's Name]!

Body:

Hi [Lead's Name],

It was a pleasure speaking with you earlier today. I'm excited about the potential benefits [Product/Service] can bring to [Lead's Company].

As discussed, here are the next steps:

1. **[Next Step 1]:** [Brief Description]
2. **[Next Step 2]:** [Brief Description]
3. **[Next Step 3]:** [Brief Description]

I've attached [relevant documents/product brochures] for your review. Please feel free to reach out if you have any questions or need further information.

Looking forward to our next meeting on [Date/Time].

Best regards,

[Your Full Name]

[Your Position]

[Your Contact Information]

[Company Name]

2

FOLLOW-UP WHEN THE LEAD HAS DECLINED

Subject: Thank You for Your Time, [Lead's Name]

Body:

Thank you for taking the time to speak with me today. I understand that [Product/Service] may not be the right fit for [Lead's Company] at the moment.

If your needs change or if you have any questions in the future, please don't hesitate to reach out. We're always here to help and would love the opportunity to work with you down the line.

In the meantime, I've included some information about our latest updates and offerings. Feel free to review it at your convenience.

Best wishes,

[Your Full Name]

[Your Position]

[Your Contact Information]

[Company Name]

3

FOLLOW-UP WHEN CALL WAS UNANSWERED

Subject: Sorry I Missed You, [Lead's Name]

Body:

Hi [Lead's Name],

I hope this message finds you well. I tried reaching out to you today to discuss how [Product/Service] can help [Lead's Company] with [specific benefit or solution]. Sorry I missed you!

When would be a good time to connect? Please let me know your availability, and I'll make sure to accommodate it. Alternatively, feel free to schedule a time directly through my [Calendly link] or give me a call back at [Your Phone Number].

Looking forward to speaking with you soon.

Best regards,

[Your Full Name]

[Your Position]

[Your Contact Information]

[Company Name]