

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.

Templates included:

- 1. Follow-Up After a Successful Call**
- 2. Follow-Up When the Lead Has Declined**
- 3. Follow-Up When Call Was Unanswered**

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:

Hi [Lead's Name],

Thank you for taking the time to speak with me today. I completely understand that [Product/Service] may not be the right fit for [Lead's Company] right now, and I appreciate your honesty.

If your priorities shift or if a relevant challenge comes up down the line, please don't hesitate to get in touch. We work with a wide range of organisations at different stages, and we'd genuinely love the opportunity to support you when the time is right.

In the meantime, I've included some information on our latest updates and how we've been helping similar businesses. No pressure, feel free to review it at your convenience.

Wishing you and the team all the best,

[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 you're well. I tried reaching out today to chat about how [Product/Service] could help [Lead's Company] with [specific benefit or solution], sorry I missed you!

I know your time is valuable, so I'll keep this brief: I'd love just 15 minutes to share what we've been doing with similar teams and see if it's relevant for you.

When would work best? Feel free to book a time directly via [Calendly link], or simply reply with a couple of options and I'll make it work around you. Alternatively, you're welcome to call me back on [Your Phone Number].

Looking forward to connecting soon.

Best regards,

[Your Full Name]

[Your Position]

[Your Contact Information]

[Company Name]