3 PROVEN SALES EMAIL TEMPLATES

used by successful companies and sales experts
You write emails every day for prospecting, scheduling meetings, following up, and closing. However, the grim reality is ...
You write emails every day for prospecting, scheduling meetings, following up, and closing. However, the grim reality is ...

76% of emails never even get opened.
Think about how many deals are stalled or lost because they simply didn't receive your message ...
Imagine what your revenue would be ... if you changed that.
We’re going to share three email templates with you that have:
We’re going to share three email templates with you that have:

- Closed a $100,000 deal
We’re going to share three email templates with you that have:

- Closed a $100,000 deal
- Increased a CEO’s conversion rate by 1,100%
We’re going to share three email templates with you that have:

- Closed a $100,000 deal
- Increased a CEO’s conversion rate by 1,100%
- Received a 76% response rate after the prospect went dark
The “Permission to Close Your File” Email That Gets a 76% Response Rate

Used by: Bryan Kreuzberger
Founder, Breakthrough Email
I'm writing to follow up on my email and voicemail. We are in the process of closing files for the month. Typically when I haven't heard back from someone it means they are either really busy or aren’t interested. If you aren’t interested, do I have your permission to close your file?

If you are still interested, what do you recommend as a next step?

Thanks for your help.

[Signature]
[Name],

I’m writing to follow up on my email and voicemail. We are in the process of closing files for the month. Typically when I haven’t heard back from someone it means they are either really busy or aren’t interested. If you aren’t interested, do I have your permission to close your file?

If you are still interested, what do you recommend as a next step?

Thanks for your help.

[Signature]
[Name],

I'm writing to follow up on my email and voicemail. We are in the process of closing files for the month. Typically when I haven't heard back from someone it means they are either really busy or aren’t interested. If you aren’t interested, do I have your permission to close your file?

If you are still interested, what do you recommend as a next step?

Thanks for your help.

[Signature]

Permission to close your file? Subject line builds curiosity

Gives the prospect the option to end communication

Used by:
Bryan Kreuzberger
Founder, Breakthrough Email
I'm writing to follow up on my email and voicemail. We are in the process of closing files for the month. Typically when I haven’t heard back from someone it means they are either really busy or aren’t interested. If you aren’t interested, do I have your permission to close your file?

If you are still interested, what do you recommend as a next step?

Thanks for your help.

[Signature]
I'm writing to follow up on my email and voicemail. We are in the process of closing files for the month. Typically when I haven’t heard back from someone it means they are either really busy or aren’t interested. If you aren’t interested, do I have your permission to close your file?

If you are still interested, what do you recommend as a next step?

Thanks for your help.

[Signature]
The “Curious Why You Didn’t Buy” Email That Increased Conversion Rates by 1,100%

Used by: Amanda Holmes
CEO, Chet Holmes International
Dear [PROSPECT],

I noticed that during the "double sales training" you didn't purchase the "Institute" product at the end. And we'd love to know why.

I have no intention of trying to sell you anything, but we do want to make sure that we're hitting the mark with our customers.

Any feedback you can give us would help.

Were you not clear on what you were getting? Is there somewhere else in your business that you need to focus? Was it too expensive? Or is your business smooth sailing?

If you respond we'll send you a pdf on Dialing for Dollars - Chet's checklist for influence over the phone to thank you for your time spent. Please respond to this email with your reason why you didn't purchase and we'll send that over.

Used by:
Amanda Holmes
CEO, Chet Holmes International
Dear [PROSPECT],

I noticed that during the "double sales training" you didn't purchase the "Institute" product at the end. And we'd love to know why.

I have no intention of trying to sell you anything, but we do want to make sure that we're hitting the mark with our customers.

Any feedback you can give us would help.

Were you not clear on what you were getting? Is there somewhere else in your business that you need to focus? Was it too expensive? Or is your business smooth sailing?

If you respond we'll send you a pdf on Dialing for Dollars - Chet's checklist for influence over the phone to thank you for your time spent. Please respond to this email with your reason why you didn't purchase and we'll send that over.

Used by: 
Amanda Holmes
CEO, Chet Holmes International
Dear [PROSPECT],

I noticed that during the "double sales training" you didn't purchase the "Institute" product at the end. And we'd love to know why.

I have no intention of trying to sell you anything, but we do want to make sure that we're hitting the mark with our customers. Any feedback you can give us would help.

Were you not clear on what you were getting? Is there somewhere else in your business that you need to focus? Was it too expensive? Or is your business smooth sailing?

If you respond we'll send you a pdf on Dialing for Dollars - Chet's checklist for influence over the phone to thank you for your time spent. Please respond to this email with your reason why you didn't purchase and we'll send that over.

Used by:
Amanda Holmes
CEO, Chet Holmes International
Dear [PROSPECT],

I noticed that during the "double sales training" you didn't purchase the "Institute" product at the end. And we'd love to know why.

I have no intention of trying to sell you anything, but we do want to make sure that we're hitting the mark with our customers.

Any feedback you can give us would help.

Were you not clear on what you were getting? Is there somewhere else in your business that you need to focus? Was it too expensive? Or is your business smooth sailing?

If you respond we'll send you a pdf on Dialing for Dollars - Chet's checklist for influence over the phone to thank you for your time spent. Please respond to this email with your reason why you didn't purchase and we'll send that over.

Used by:
Amanda Holmes
CEO, Chet Holmes International
Dear [PROSPECT],

I noticed that during the "double sales training" you didn't purchase the "Institute" product at the end. And we'd love to know why.

I have no intention of trying to sell you anything, but we do want to make sure that we're hitting the mark with our customers.

Any feedback you can give us would help.

Were you not clear on what you were getting? Is there somewhere else in your business that you need to focus? Was it too expensive? Or is your business smooth sailing?

If you respond we'll send you a pdf on Dialing for Dollars - Chet's checklist for influence over the phone to thank you for your time spent. Please respond to this email with your reason why you didn't purchase and we'll send that over.

Used by:
Amanda Holmes
CEO, Chet Holmes International
Dear [PROSPECT],

I noticed that during the "double sales training" you didn't purchase the "Institute" product at the end. And we'd love to know why.

I have no intention of trying to sell you anything, but we do want to make sure that we're hitting the mark with our customers.

Any feedback you can give us would help.

Were you not clear on what you were getting? Is there somewhere else in your business that you need to focus? Was it too expensive? Or is your business smooth sailing?

If you respond we'll send you a pdf on Dialing for Dollars - Chet's checklist for influence over the phone to thank you for your time spent. Please respond to this email with your reason why you didn't purchase and we'll send that over.

Used by:
Amanda Holmes
CEO, Chet Holmes International
The “Still Interested?” Email That Closed a $100,000 Deal After a Prospect Went Dark

Used by: Mack McGee
Executive VP, Groove
Hope all is well. I had put a reminder in to check-in with you to see how things were going with the [NAME OF CAMPAIGN] initiatives. We had discussed a potential partnership a few months ago, but hadn't been able to formalize our recommended engagement.

We would love to catch up and see if there are any opportunities to engage with you and help with your [DEPARTMENT (eCommerce, marketing, etc.)] strategy. Let me know if you have some time to reconnect this week and catch up business owner to business owner on where you see things and I can provide some ideas on where we can help.

Look forward to hearing from you.

{CONTACT.OWNER_NAME}
“Still Interested?” Email That Closed a $100,000 Deal After a Prospect Went Dark

References a campaign initiative they shared before

{CONTACT.FIRSTNAME},

Hope all is well. I had put a reminder in to check-in with you to see how things were going with the [NAME OF CAMPAIGN] initiatives. We had discussed a potential partnership a few months ago, but hadn't been able to formalize our recommended engagement.

We would love to catch up and see if there are any opportunities to engage with you and help with your [DEPARTMENT (eCommerce, marketing, etc.) ] strategy. Let me know if you have some time to reconnect this week and catch up business owner to business owner on where you see things and I can provide some ideas on where we can help.

Look forward to hearing from you.

{CONTACT.OWNER_NAME}
“Still Interested?” Email That Closed a $100,000 Deal After a Prospect Went Dark

References a campaign initiative they shared before

Reminds them of a previous discussion

Used by:  
Mack McGee  
Executive VP, Groove

{CONTACT.FIRSTNAME},

Hope all is well. I had put a reminder in to check-in with you to see how things were going with the [NAME OF CAMPAIGN] initiatives. We had discussed a potential partnership a few months ago, but hadn't been able to formalize our recommended engagement.

We would love to catch up and see if there are any opportunities to engage with you and help with your [DEPARTMENT (eCommerce, marketing, etc.)] strategy. Let me know if you have some time to reconnect this week and catch up business owner to business owner on where you see things and I can provide some ideas on where we can help.

Look forward to hearing from you.

{CONTACT.OWNER_NAME}
“Still Interested?” Email That Closed a $100,000 Deal After a Prospect Went Dark

References a campaign initiative they shared before

Reminds them of a previous discussion

Focuses on finding a way to help them

Used by: Mack McGee
Executive VP, Groove

Hope all is well. I had put a reminder in to check-in with you to see how things were going with the [NAME OF CAMPAIGN] initiatives. We had discussed a potential partnership a few months ago, but hadn’t been able to formalize our recommended engagement.

We would love to catch up and see if there are any opportunities to engage with you and help with your [DEPARTMENT (eCommerce, marketing, etc.)] strategy. Let me know if you have some time to reconnect this week and catch up business owner to business owner on where you see things and I can provide some ideas on where we can help.

Look forward to hearing from you.

{CONTACT.OWNER_NAME}
Want more email templates like these?
Get all 21 proven sales email templates and start growing your revenue today.

GET YOUR 21 EMAIL TEMPLATES NOW
HubSpot Sales lets you easily create and customize email templates so you spend less time writing email and more time selling.

GET HUBSPOT SALES FREE