

32 Sales Email Templates

For Better Prospecting, More Closed Deals, and Stronger Relationships

A Library of Email Templates for Your Sales PlayBook

by
Rebecca Smith

A Publication of

 **criteriaforsuccess** [make sales success a habit.]

Table of Contents

INTRODUCTION	3
SALES EMAIL TEMPLATES FOR PROSPECTING	5
EMAIL TEMPLATES: PROSPECTING FOR COLD LEADS	8
EMAIL TEMPLATES: PROSPECTING FOR WARM LEADS	19
SALES EMAIL TEMPLATES FOR SELLING [CLOSING THE DEAL]	26
POST-MEETING FOLLOW-UP EMAIL TEMPLATES.....	28
RADIO SILENCE BUSTERS	35
SALES EMAIL TEMPLATES FOR RELATIONSHIP MANAGEMENT.....	42
CONCLUSION	49

Introduction

We could all use a little more time in our day.

And when it comes to prospecting, nurturing existing relationships, or trying to close a big sales deal, crafting the perfect email takes time.

According to QuotaFactory, **64% of field salespeople's time is wasted on administrative responsibilities** such as drafting and sending emails.

As a sales manager, this is the ultimate frustration. You want your team members out there selling, not sitting in the office sending emails all day!

Of course this isn't even taking the actual message into account. **Effective messaging** is a whole new ballgame. There are some really awesome sales reps out there that really struggle in this area.

The good news is this resource is here to help! We understand the importance of having an effective message and the role it plays in **open, click through, and reply rates**.

This eBook is separated into sections containing a variety of sales email templates to assist during each stage of a sale. Here is a brief list of the email templates we'll share and explore:

- 1. Prospecting**
- 2. Closing the Deal**
- 3. Relationship Management**

We encourage you to choose your favorites (or use them all) and add them to your **Sales PlayBook**.



Sales Email Templates for Prospecting

Better Prospecting

The foundation of successful selling is **prospecting**.

Unfortunately, too many sales teams focus on quantity over quality leads, and this often leads to frustration for both the salesperson and their sales manager.



In our eBook on ***Generating Sales Leads Using LinkedIn***, I addressed the idea of quality over quantity when prospecting—specifically using LinkedIn as a tool to discover new relationships and opportunities.



Our philosophy on this is based on years of prospecting experience. We've tried it all! From cold call emails, InMail messages, and in person visits, to warm introductions to potential prospects, outreach to past clients, and networking—we've not only observed what works and what doesn't, we've **lived** it.

And here's what we've discovered: cold call emails are a time sink unless you have a strategy.

.....

But here's what I'd like to highlight. Even with a strategy, you're still not guaranteed to move deals forward with a cold call email approach. Your best bet at sales success when prospecting?

Always, always, always shoot for a warm introduction first.

.....

With that said, we highly recommend using LinkedIn as a prospecting tool when building out your prospecting list for outreach.

As you add companies or individuals to your prospecting list, cross reference them with your connections. If you see a common connection, ask for an introduction using the email templates on the following pages. If you don't see a common connection but believe that person or company would be the perfect client then hey, it's still worth a shot—we included templates for this type of situation as well.

Whatever method you use when prospecting—track it. Store details, templates, and results in your Sales PlayBook and assess your process every 60-90 days to make sure it's effective.

I would also like to give a huge thank you to **Pete Caputa**, VP of Sales at **Hubspot**, for his fantastic research. We've integrated some of his ideas into our prospecting email templates.

**Asterisked templates adapted from Pete Caputa's article.*

Email Templates: Prospecting for Cold Leads

The sales email templates in this section were designed to help while prospecting for cold leads.



A few of the templates are from Pete Caputa's tried-and-tested list*. His philosophy is a back to basics approach focused on relationship building.

Keep in mind that these templates are not a quick “hey, let’s do business” and are more like “let’s get to know each other and see where it goes.”

With that said, these sales email templates are meant to be used to break the ice during your first initial contact with a prospect. Having an effective plan involving phone calls and face-to-face meetings moving forward is critical.

Be sure to save these templates in your **Sales PlayBook** for easy access.

We recommend including them under your **Prospecting** tab. You might consider creating a sub-section under Prospecting called Email Templates.

Now, without further ado... here are some ideas for clever email outreach to cold prospects.

1. Compliment them.



A hand-drawn sketch of an email client window titled "New Message". The window has a dark header bar with the title and standard window controls (minimize, maximize, close). Below the header, there are fields for "To", "Cc", and "Bcc" (with "Cc" and "Bcc" appearing as separate labels to the right of the "To" field). A "Subject" field is located below the address fields. The main body of the email contains the following text:

Hi [Prospect],

Just came across your article, [article title]. Wow! Very well-written and thought-provoking.

I particularly liked your focus on [insert takeaway].

Thank you for sharing this! Keep up the good work!

Best,
[Your name]

At the bottom left of the window is a "Send" button.

2. Boost their mission.*

New Message

To

CC BCC

Subject

Hey [Prospect],

Congratulations on your new role as VP Marketing. Based on your LinkedIn profile, it looks like you've done an amazing job developing your career at [company].

If there are ways I can help you get your message out to my network of [title of people they're trying to reach], please connect me with the right people. I'm a fan and I want to help.

Do you have a PR or content person on your team?

Regards,
[Your name]

Send

3. Connect to prospects who have viewed your LinkedIn profile.

A hand-drawn sketch of a 'New Message' email form. The form has a title bar at the top with the text 'New Message' and three icons: a minus sign, a maximize icon, and a close 'X' icon. Below the title bar are three fields: 'To' with 'cc' and 'Bcc' options to its right, a 'Subject' field, and a large text area for the message body. The message body contains the following text: 'Hi [Prospect],', 'Couldn't help but notice you checked out my LinkedIn profile the other day.', 'Feedback is always welcomed... what did you think of it?', and 'Best, [Your name]'. At the bottom left of the form is a 'Send' button.

New Message

To cc Bcc

Subject

Hi [Prospect],

Couldn't help but notice you checked out my LinkedIn profile the other day.

Feedback is always welcomed... what did you think of it?

Best,
[Your name]

Send

4. Put their name in lights.*

New Message

To

cc Bcc

Subject

Hi [Prospect],

Thanks for connecting with me on LinkedIn. From looking at your impressive career advancement from salesperson to sales director in just five years, I'm guessing you have some really valuable advice.

I read a few of your testimonials and I noticed that many of them said you put people first. Many of them said that you always drop what you're doing to listen to the concerns and ideas of your front line salespeople.

Would you be willing to contribute to an article I'm writing on that subject?

Regards,
[Your name]

Send

5. Invite to a networking event.



A hand-drawn sketch of an email client window. The title bar is dark gray with the text "New Message" in white. To the right of the title bar are three icons: a minus sign, a maximize button, and a close button (X). Below the title bar is a "To" field with "cc" and "Bcc" labels to its right. Below that is a "Subject" field. The main body of the email contains the following text: "Hey [Prospect],", "Couldn't help but notice you're very connected in the [industry] community and wanted to pass along an invitation to a networking event I heard about recently.", "[Insert event name and details].", "Hope you find this helpful!", "Regards,", and "[Your name]". At the bottom left of the window is a "Send" button.

New Message

To cc Bcc

Subject

Hey [Prospect],

Couldn't help but notice you're very connected in the [industry] community and wanted to pass along an invitation to a networking event I heard about recently.

[Insert event name and details].

Hope you find this helpful!

Regards,
[Your name]

Send

6. Offer an introduction.*



A hand-drawn sketch of an email client window titled "New Message". The window has a dark header bar with the title and standard window controls (minimize, maximize, close). Below the header, there are fields for "To", "Subject", and a large text area for the message body. The "To" field has "cc" and "Bcc" options to its right. The message body contains a greeting, a paragraph about a LinkedIn post, a question about an introduction, and a sign-off. At the bottom left is a "Send" button.

New Message

To cc Bcc

Subject

Hey [Prospect],

On LinkedIn, you posted a request for introductions to salespeople who successfully practice social selling.

I have a few that I could recommend. Would you like an introduction over email?

Best,
[Your name]

Send

7. Refer to a connection in common.

A hand-drawn sketch of an email composition window titled "New Message". The window has a dark header bar with the title and standard window controls (minimize, maximize, close). Below the header, there are fields for "To", "Subject", and a large text area for the message body. The "To" field has "cc" and "Bcc" options to its right. The message body contains a greeting, a paragraph mentioning a mutual connection, a question about speaking, and a sign-off. At the bottom left is a "Send" button.

New Message

To cc Bcc

Subject

Hi [Prospect],

Our mutual connection, [insert mutual connection name], and I were talking the other day and your name came up. It sounds like you have been accomplishing great things!

I'd love to learn more about your recent growth. Would you be open to speaking?

Best,
[Your name]

Send

8. Seek referrals.*

New Message

To

cc Bcc

Subject

Hi [Prospective Referral Partner],

It looks like we both sell to CIOs in the Boston area. I meet with a handful of successful salespeople every week to talk about accounts, and we help each other with introductions to prospects. In some months, my networking group books me more meetings than my sales development rep.

Would you be interested in meeting for coffee to talk about how we might be able to help each other?

Regards,
[Your name]

Send

9. Respond to social media connection.

A hand-drawn sketch of a 'New Message' email form. The form has a title bar at the top with the text 'New Message' and three icons: a minus sign, a maximize icon, and a close 'X' icon. Below the title bar are three input fields: 'To' with 'cc' and 'Bcc' labels to its right, 'Subject', and a large text area. The text area contains the following text: 'Hey [Prospect],', 'Thanks so much for the follow on Twitter!', 'Checked out your page and really like the content you're sharing.', 'Would love to keep the conversation going.', 'Best,', and '[Your name]'. At the bottom left of the form is a 'Send' button.

New Message

To cc Bcc

Subject

Hey [Prospect],

Thanks so much for the follow on Twitter!

Checked out your page and really like the content you're sharing.

Would love to keep the conversation going.

Best,
[Your name]

Send

10. Build rapport using common interests.*



The illustration shows a hand-drawn email client window. The title bar is dark grey with the text 'New Message' in white. To the right of the title bar are three icons: a minus sign, a maximize button, and a close button (an 'X'). Below the title bar is a white area with the label 'To' on the left and 'cc Bcc' on the right. Below this is a white area with the label 'Subject'. The main body of the email is a large white area containing the following text:

Hey [Prospect],

Was browsing through LinkedIn. Looks like you and I are both in [industry] and we're both snowboarding fans. Have you ever dreamed of having an industry conference at a ski resort? I have.

Have you gotten out this year? I got out to Loon last month. The powder was amazing.

Regards,
[Your name]

At the bottom of the window is a white area with a button labeled 'Send'.

Email Templates: Prospecting for Warm Leads

The sales email templates in this section follow a specific strategy.

These email templates were designed by our team here at CFS when **reaching out for an introduction to a prospect through a known connection.**



A known connection could be a friend, a colleague, a former client, a networking buddy.

Essentially a known connection is someone you would feel comfortable asking to introduce you to a prospect.

There are also a few logistics worth mentioning here. People are busy. People get tons of emails and requests each and every day. With this in mind, we developed a series of “nudge” emails to remind our buddies that we made a request.

Depending on the level and type of relationship, you might not send a nudge email. Instead, you might opt to make the request, then let it go.

What you choose to do once you make a request is up to you. If we know someone very well, we will send a request for an introduction and up to two nudge emails. If we know someone, but aren’t very close personally or professionally, we will send the introduction request and potentially one nudge email. Then we back off.

We’re the ones asking for something here, so it’s important not to be a pain.

11. Request for an introduction to a strong known connection (version 1).

New Message

To

cc Bcc

Subject

Hi [Connection],

It was great catching up over drinks last week!

As I mentioned, we are in heavy-duty lead-gen mode using LinkedIn here at [Company name].

I would love to speak with someone I noticed you are connected to: [Name] at [Company name].

Do you know this person well enough to make an introduction? I can call or send you some text if you know them and would be willing to make an introduction.

Please let me know how I can return the favor!

Thank you,
[Your name]

Send

12. Request for an introduction to a strong known connection (version 2).

A hand-drawn sketch of an email client window. The title bar is dark gray with the text 'New Message' in white. To the right of the title bar are three icons: a minus sign, a maximize icon, and a close 'X' icon. Below the title bar is a white area for recipient information. On the left, the word 'To' is written in a large, handwritten font. On the right, the words 'cc' and 'Bcc' are written in a smaller, handwritten font. Below this is a white area for the subject line, with the word 'Subject' written in a large, handwritten font. The main body of the email is a large white area containing the following text: 'Hi [Connection],', 'As you know, I'm working as a [Job title] at [Company name]. I've been focusing much of my time through LinkedIn networking and identified a list of contacts that you are connected to on LI.', 'Would you be willing to take a look at the attached list and reach out, where appropriate, to make a few introductions for me?', 'Please let me know how I can return the favor!', 'Thank you,', and '[Your name]'. At the bottom left of the window is a rectangular button with the word 'Send' written inside it.

New Message

To cc Bcc

Subject

Hi [Connection],

As you know, I'm working as a [Job title] at [Company name]. I've been focusing much of my time through LinkedIn networking and identified a list of contacts that you are connected to on LI.

Would you be willing to take a look at the attached list and reach out, where appropriate, to make a few introductions for me?

Please let me know how I can return the favor!

Thank you,
[Your name]

Send

13. Request for an introduction to a semi-known connection or former colleague/client (version 1).

New Message

To

cc Bcc

Subject

Hi [Connection],

I hope all is well with you. It has been quite a while since our days working together at [Previous Company/Project].

I've been using LinkedIn quite a bit for prospecting new opportunities and finding companies that we can help. I identified [Company name] as a prospect and noticed that you have a connection. I would love to speak with [Prospect name], [Prospect's job title], and am wondering if you know this person.

Would you be willing to make an introduction? I can send some text for an introduction or can speak over the phone if that's easier for you.

Regardless, this was a great opportunity to reconnect and it would be a great to catch up. When's good for a phone chat?

Wishing you well!
Regards,
[Your name]

Send

14. Request for an introduction to a semi-known connection or former colleague/client (version 2).

A hand-drawn sketch of an email client window titled "New Message". The window has a dark header bar with the title and standard window controls (minimize, maximize, close). Below the header, there are fields for "To", "Subject", and a large text area for the message body. The "To" field has "cc" and "Bcc" options to its right. The message body contains a greeting, two paragraphs of text, and a closing. At the bottom left of the window is a "Send" button.

New Message

To cc Bcc

Subject

Hi [Connection],

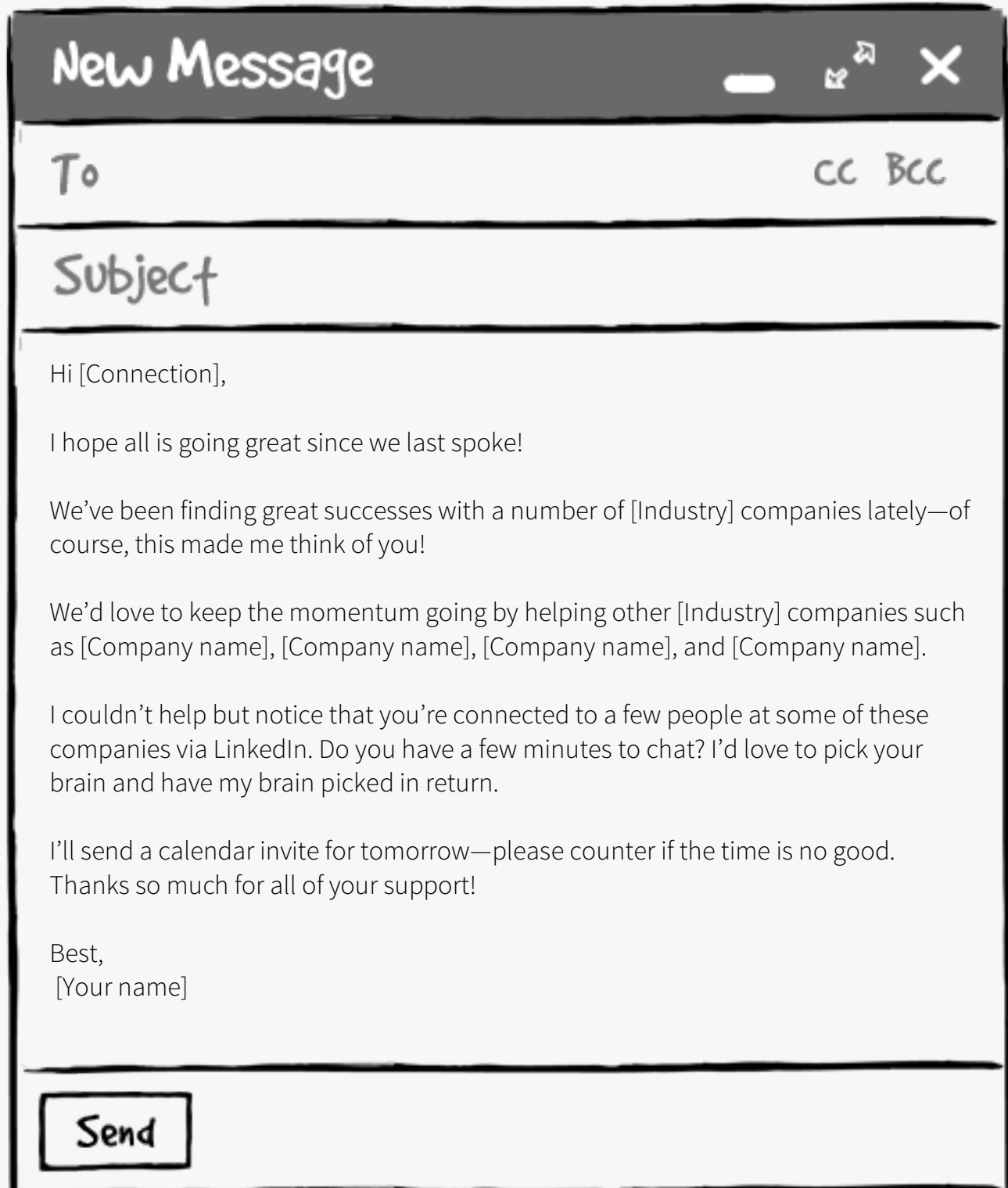
Hope you had a great weekend. I realized we haven't yet agreed on a time to speak further and I'd still love to schedule this call if you are still open to it.

Separate from this—I'm wondering if you'd be open to making a few introductions for me/[Company name]?

Best,
[Your name]

Send

15. Request for an introduction to multiple people or companies



A hand-drawn sketch of an email client window. The title bar is dark gray with the text 'New Message' in white. To the right of the title bar are three icons: a minus sign, a maximize button (two overlapping squares), and a close button (an 'X'). Below the title bar is a light gray area with the label 'To' on the left and 'cc Bcc' on the right. Below this is a large white area with the label 'Subject' in a large, handwritten font. The main body of the email is white and contains the following text: 'Hi [Connection],', 'I hope all is going great since we last spoke!', 'We've been finding great successes with a number of [Industry] companies lately—of course, this made me think of you!', 'We'd love to keep the momentum going by helping other [Industry] companies such as [Company name], [Company name], [Company name], and [Company name].', 'I couldn't help but notice that you're connected to a few people at some of these companies via LinkedIn. Do you have a few minutes to chat? I'd love to pick your brain and have my brain picked in return.', 'I'll send a calendar invite for tomorrow—please counter if the time is no good.', 'Thanks so much for all of your support!', 'Best,', '[Your name]'. At the bottom left of the window is a button labeled 'Send'.

New Message

To cc Bcc

Subject

Hi [Connection],

I hope all is going great since we last spoke!

We've been finding great successes with a number of [Industry] companies lately—of course, this made me think of you!

We'd love to keep the momentum going by helping other [Industry] companies such as [Company name], [Company name], [Company name], and [Company name].

I couldn't help but notice that you're connected to a few people at some of these companies via LinkedIn. Do you have a few minutes to chat? I'd love to pick your brain and have my brain picked in return.

I'll send a calendar invite for tomorrow—please counter if the time is no good.

Thanks so much for all of your support!

Best,
[Your name]

Send

16. Request for an introduction to recent networking connection

New Message

To

cc Bcc

Subject

Hi [Connection],

I've been working on growing my network, and I've been using LinkedIn quite heavily. I checked out your network and came up with a list of connections that I'd love to meet. In return, I've also attached a list of my connections for you to review (both lists are attached here).

Below you'll also find some text that other friends have used when introducing us to new people. Feel free to send something similar with your list of requested intros also.

If you'd prefer to discuss this on the phone first, let me know.

----Introduction Example----

One of my business connections, [Name], would like to connect with you. [He/she] is the [Job title] at [Company name]. [Insert brief excerpt of what you do and why it's a benefit to the prospect]. [He/she] is also connected to a number of senior executives in [City] and so at a minimum, I speculate that you two speaking could be mutually beneficial.

If you have interest in connecting with [him/her], [he/she] is cc'd here and would be happy to follow up.

Send

Sales Email Templates for Selling [Closing the Deal]

Closing the Deal

Closing the deal, or selling, is the next step in the sales journey.

.....

At this point a sales team member has identified an opportunity and is navigating the sales process, which is similar to but different from the prospecting and qualifying process.

.....

During the deal-making process a salesperson will either be working with some momentum, or might run into issues with **non-responsive**, or **radio silent** prospects. In either case, we've got a few email templates to help.

The email templates in this section should be stored in the Selling section of your Sales PlayBook. Including a variety of options will make it easier for salespeople to choose the right message for their particular situation.

We have separated closing the deal into two sections:

Post-Meeting Follow-Up and **Radio Silence Busters**



Post-Meeting Follow-Up Email Templates

The following email templates were designed to be used **post-meeting**. This means that the salesperson has **met with a prospect**, **discussed needs/pain points**, and **determined a “fit”** for all parties involved.

17. Use the DEAL template.

DEAL is an email template and strategy that we not only use at CFS, but also teach to our clients. For the full **DEAL** philosophy and resource, please download our eBook *Discovering High Performance with DEAL: A Simple Sales Tool that Produces Positive Results*.

To summarize, **DEAL** is about creating an **open dialogue** with a prospect. The email is straightforward and details the conversation and terms discussed in previous meetings and conversations.

DEAL stands for:

D

– DETERMINE REQUIREMENTS

E

– ENGAGE THE CLIENT

A

– ASSUME RESPONSIBILITY

L

– LIST THE DESIRED OUTCOMES/CRITERIA FOR

Below is a sample of a DEAL email template. Feel free to adapt to fit.

To: prospect@ABCCo.com

Subject: Meeting follow-up, please respond on a timely basis

Dear [Prospect],

Thank you for this great opportunity to do business with you and with [Company Name]. I am very excited to be given this opportunity to help you significantly improve your [problem/situation].

As promised, this summarizes yesterday's meeting and outlines the suggested key steps to take if you decide that you want to keep moving our dialog forward.

I will call you on [day/time], as agreed.

Your timely overall comments, or feedback on any specific points, are greatly appreciated!

A. [Company Name]'s Requirements:

1. We need to reduce manufacture time and associated costs to produce our widgets (product).
2. We need to increase the number of sales of our widgets in the South East territory.
3. Lead times for the delivery of these widgets need to be significantly reduced.

B. [Company Name]’s Requested Responsibilities:

1. Provide feedback on the accuracy of the Requirements
2. Send productivity and cost reports from your ABC system that produces the widgets
3. Schedule a follow-up meeting with the VP of widget operations

C. [Our Company Name]’s Responsibilities:

1. Modify the Requirements based on your feedback
2. Review the cost reports from your ABC system that produces the widgets and provide a response accordingly
3. Provide our widget subject-matter expert consultant to meet with your VP of widget operations

D. Desired Outcomes:

1. Budget has been approved for this initiative
2. All stakeholders at [Company Name] have bought into the implementation of this initiative
3. Our detailed scope of work document has been received by [Company Name]

I look forward to our call on [day].

Best,
[Your name]

send

***Note:** The call to action is at the beginning of the template, not at the end. We recommend this approach because it brings attention to the action right away, and provides an opportunity to re-confirm at the end of the email.

18. Share references.

Sharing references or recommendations from current or previous clients with similar pain points or in a similar industry is a great way to keep the momentum going after a great meeting.

A hand-drawn sketch of a 'New Message' email form. The form has a purple header bar with the text 'New Message' and three icons (a minus sign, a paper plane, and an 'X'). Below the header, there are fields for 'To', 'Subject', and 'Cc Bcc'. The main body of the form contains a greeting 'Hi [Prospect],', a paragraph of text, another paragraph of text, a list of three references, a closing 'Best,', and a signature line. At the bottom, there is a 'Send' button.

New Message

To Cc Bcc

Subject

Hi [Prospect],

Thank you for this great opportunity to do business with you and with [Company Name]. I am very excited to be given this opportunity to help you significantly improve your [problem/situation].

I wanted to pass along a few references that can speak to our ability to improve your [problem/situation]. Their names and contact information are listed below and I am sure they would welcome the opportunity to share their successes with you.

[Insert client #1]
[Insert client #2]
[Insert client #3]

Best,
[Your name]

Send

19. Keep the conversation going.

A hand-drawn sketch of a 'New Message' email form. The form has a purple header bar with the text 'New Message' on the left and three icons (a minus sign, a mouse cursor, and a close 'X' button) on the right. Below the header, there are three fields: 'To' with 'cc' and 'Bcc' to its right, 'Subject', and a large text area for the message body. The message body contains the following text: 'Hi [Prospect],', 'It was great speaking with you yesterday! I came across this article about [insert topic] and had to share it.', 'What do you think?', and 'Best, [Your name]'. At the bottom left of the form is a button labeled 'Send'.

New Message

To cc Bcc

Subject

Hi [Prospect],

It was great speaking with you yesterday! I came across this article about [insert topic] and had to share it.

What do you think?

Best,
[Your name]

Send

20. Share success stories.

New Message

To

cc Bcc

Subject

Hi [Prospect],

It was great speaking with you on [day]. Thank you for sharing such great insight on your process and company needs.

We would love to help you and your team improve your [problem/situation] and thought it might be helpful to see how we've worked to improve this process for others.

[Insert client success story or link to success story on website]

I look forward to hearing your feedback.

Best,
[Your name]

Send

21. Introduction to other team members.

New Message

To

cc Bcc

Subject

Hi [Prospect],

It was great speaking with you this morning! I really enjoyed our conversation and am looking forward to the opportunity to work together.

I'd like to introduce you to our Marketing Manager (cc'd here), as I believe she could serve as a great resource to you.

Feel free to schedule a call and pick her brain. She's happy to help you in any way that she can!

Best,
[Your name]

Send

Radio Silence Busters

The following email templates were designed to specifically combat **radio silence**. That is, prospects who have gone cold and are no longer responsive. We call it going for no.



Going for no serves two purposes.

First, it gets the prospect [out of your pipeline](#) and [clears up time](#) and brain-space for better-fit leads.

Second, it can serve as a [pattern-interrupt](#) to get a slow-moving prospect to take action. Buyers are used to the persistent salesperson and are often surprised to hear a salesperson say, “I don’t need this deal.”

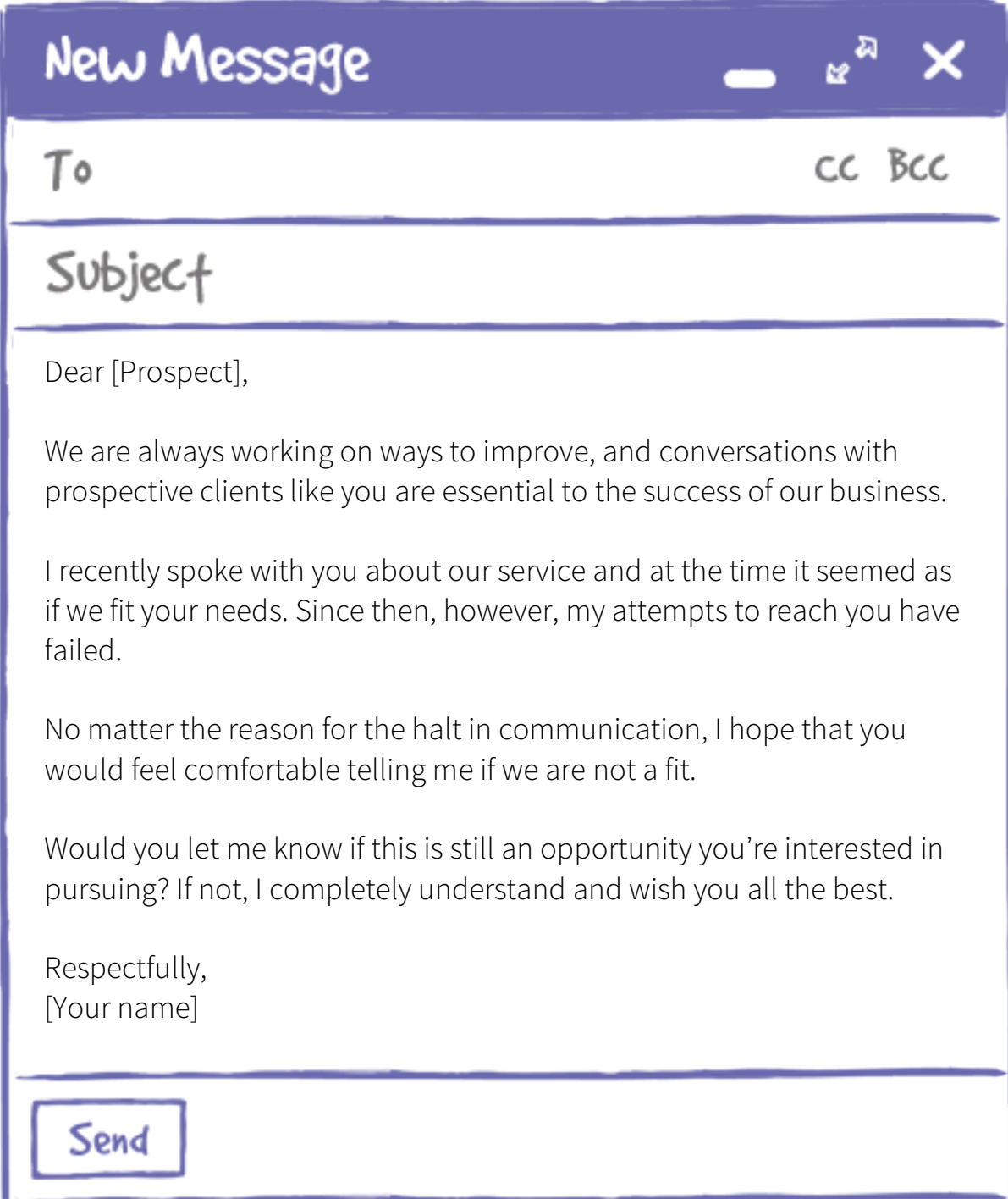
But what’s the best way to **go for no**?

It’s important not to come across as bullying your prospect into action. Think of these emails as providing information or asking for clarification. The tone can vary based on your rapport with the prospect – formal or casual, funny or serious.

Do what feels right to you, and always respect your prospect’s decision.



22. The polite ask.



A hand-drawn sketch of an email client window. The title bar is purple and contains the text 'New Message' on the left, and three icons (a minus sign, a maximize button, and a close button) on the right. Below the title bar, there are three fields: 'To' on the left, 'cc' in the middle, and 'Bcc' on the right. Below these fields is a 'Subject' field. The main body of the email contains the following text: 'Dear [Prospect],', 'We are always working on ways to improve, and conversations with prospective clients like you are essential to the success of our business.', 'I recently spoke with you about our service and at the time it seemed as if we fit your needs. Since then, however, my attempts to reach you have failed.', 'No matter the reason for the halt in communication, I hope that you would feel comfortable telling me if we are not a fit.', 'Would you let me know if this is still an opportunity you're interested in pursuing? If not, I completely understand and wish you all the best.', 'Respectfully,', '[Your name]'. At the bottom left of the window is a 'Send' button.

New Message

To cc Bcc

Subject

Dear [Prospect],

We are always working on ways to improve, and conversations with prospective clients like you are essential to the success of our business.

I recently spoke with you about our service and at the time it seemed as if we fit your needs. Since then, however, my attempts to reach you have failed.

No matter the reason for the halt in communication, I hope that you would feel comfortable telling me if we are not a fit.

Would you let me know if this is still an opportunity you're interested in pursuing? If not, I completely understand and wish you all the best.

Respectfully,
[Your name]

Send

23. The blunt ask.

A hand-drawn sketch of an email client window. The title bar is purple and contains the text 'New Message' on the left, and three icons (a minus sign, a mouse cursor, and an 'X') on the right. Below the title bar is a white area for recipient information, with 'To' on the left and 'cc Bcc' on the right. Below this is a white area for the subject line, labeled 'Subject'. The main body of the email is white and contains the following text: 'Hi [Prospect],', 'I'm in salesperson hell, aka "radio silence."', 'I have officially stalked you via phone, and now I thought I'd try emailing you.', 'How would you like me to proceed?', a numbered list with three items: '1. Keep calling you.', '2. Email you every two days.', and '3. Take the opportunity out of the pipeline.', 'Best,', and '[Your name]'. At the bottom left of the window is a button labeled 'Send'.

New Message

To cc Bcc

Subject

Hi [Prospect],

I'm in salesperson hell, aka "radio silence."

I have officially stalked you via phone, and now I thought I'd try emailing you.

How would you like me to proceed?

1. Keep calling you.
2. Email you every two days.
3. Take the opportunity out of the pipeline.

Best,
[Your name]

Send

24. The cordial inform.

New Message

To

cc Bcc

Subject

Hi [Prospect],

We are working very hard to improve our value, and my discussions with prospective clients like you are essential to the success of our business.

You and I spoke recently about our [product/service] and at the time it seemed as if we fit your needs. Since then, however, my attempts to reach you have failed.

No matter the reason for the halt in communication, I hope that you would feel comfortable telling me if we are not a fit.

If I don't hear back from you by end of day on Friday, I will assume you would like me to close the file on this opportunity for now. If that is the case, I understand completely and hope that I may be of service to you in the future.

Respectfully,
[Your name]

Send

25. The blunt inform.

A hand-drawn sketch of an email client window titled "New Message". The window has a purple header bar with the title and standard window controls (minimize, maximize, close). Below the header, there are fields for "To", "Subject", and a large text area for the message body. The "To" field has "cc" and "Bcc" options to its right. The message body contains a greeting, a paragraph about putting the opportunity on the back burner, another paragraph about reaching out if still interested, a closing, and a signature line. A "Send" button is located at the bottom left of the window.

New Message

To cc Bcc

Subject

Hi [Prospect],

Since I haven't heard back from you in a few weeks, I wanted to let you know I'm putting this opportunity on the back burner.

Feel free to reach out if you're still interested in our service at a later date!

Best,

[Your name]

Send

26. The short and sweet.

A hand-drawn sketch of a 'New Message' email form. The form has a purple header bar with the text 'New Message' on the left and three icons (a minus sign, a mouse cursor, and an 'X') on the right. Below the header, there are three main sections: a 'To' field with 'cc' and 'Bcc' options to its right, a 'Subject' field, and a large text area for the message body. The message body contains the following text: 'Hi [Prospect],', 'You went a little radio silent...', 'Would you like to discuss this... or backburner?', 'Best,', and '[Your name]'. At the bottom left of the form is a 'Send' button.

New Message

To cc Bcc

Subject

Hi [Prospect],

You went a little radio silent...

Would you like to discuss this... or backburner?

Best,

[Your name]

Send

27. The polite & casual.

A hand-drawn sketch of a 'New Message' email form. The form has a purple header bar with the text 'New Message' and three icons (a minus sign, a mouse cursor, and a close 'X' button). Below the header, there are three fields: 'To' (with 'cc' and 'Bcc' options to its right), 'Subject', and a large text area for the message body. The message body contains a greeting 'Hi [Prospect],', two paragraphs of text, and a sign-off 'Best, [Your name]'. At the bottom left of the form is a 'Send' button.

New Message

To cc Bcc

Subject

Hi [Prospect],

I've reached out to you a few times over the past six months, but haven't been able to get a hold of you.

I know this is a busy time of year for you and might not be the best time to connect—so don't want to bother you if there's no fit.

If you change your mind, feel free to get back in touch and we can schedule a call.

Best,
[Your name]

Send

Sales Email Templates for Relationship Management

Relationship Management

Now that you've worked your way to relationship management, you've also worked your way up our Client Evolution Model.

Our model works in reverse and looks like this:



The first section of this resource provided templates for **prospecting activities**. These templates would be employed after identifying a suspect and targeting them as a prospect.

The second section in this resource provided templates for moving a prospect from **prospect to customer**.

This section, **relationship management**, is all about nurturing the top end of the Client Evolution Model. The email templates shared in this section were designed for customers, clients, advocates, and partners.

28. It's been a while – let's reconnect.

New Message

To

cc Bcc

Subject

Hey [Client/Partner],

It's been way too long since we chatted! Can we grab a drink on Tuesday or Thursday to reconnect?

P.S. How did the new hire work out?

Talk soon,

[Your name]

Send

29. Thinking of you/want to help.

New Message

To

cc Bcc

Subject

Hey [Client/Partner],

You've been on my mind ever since we talked about your struggles with [problem/situation].

I want to help! I'd love to introduce you to [person/company]—I think they might be a solution.

Want to talk about this over lunch next week?

Talk soon,

[Your name]

Send

30. Schedule a get together.

New Message

To

cc Bcc

Subject

Hey [Client/Partner],

Your name came up in conversation at the office this morning (don't worry, I defended you! Ha!).

Can we schedule some time to get together? I've heard good things about [restaurant]—want to check it out?

Best,

[Your name]

Send

31. Congratulate on new job/house/baby

New Message

To

cc Bcc

Subject

Hey [Client/Partner],

Congrats on the new baby! She is adorable 😊

How is parenthood treating you?

Best,

[Your name]

Send

32. Introduce to other referral partners.

New Message

To

cc Bcc

Subject

Hey [Client/Partner],

I would like to introduce you to [person], [industry] expert and [title] (cc'd here). His company can help with [problem/situation] (once you determine you are ready) and can help with other initiatives as well. Here is his website: [referral partner's website]

I encourage you both to connect and have a conversation.

Have a great day!

Best,

[Your name]

Send

Conclusion

I hope that the email templates shared in this resource aid in **better prospecting**, **more closed deals**, and **stronger relationships** with your clients and partners.

Each of the templates provided can be edited to fit your tone and style. In fact, we highly recommend tailoring each template to fit you!

.....

I also urge you and your team to **store these templates** in your **Sales PlayBook** in the appropriate sections. This will make sharing simple and easy, and will aid in the collaborative efforts at your company.

.....

Be sure to take stock of your email templates every 60-90 days and ensure that your messaging is effective. If you discover that a particular template is or isn't working, note the results in your Sales PlayBook. It's all about growth here!

Lastly, I highly recommend using your **CRM to manage your opportunities**. Most CRMs offer task options, enabling the assignment of a task for a later date. This function will help your team not only get on track, but stay on track. The "oops" moments come far and few between when prospects and clients have pre-determined outreach dates scheduled in the calendar!

As always, our entire team here at CFS wishes you success in all that you do.

Happy emailing!

LET'S GET SOCIAL!

Looking for tips on sales management, sales processes, and sales growth? Join us on social media & visit our blog!



criteriaforsuccess.com/blog



facebook.com/criteriaforsuccess



[@CFSPayBook](https://twitter.com/CFSPayBook)



linkedin.com/company/criteria-for-success-inc



plus.google.com/+Criteriaforsuccess



[@CFSPayBook](https://instagram.com/CFSPayBook)



pinterest.com/cfsplaybook