



Sales Follow Up Email Templates

Use proven email copy that has generated thousands of responses and is guaranteed to resurface leads that have gone cold.

Day #3: Email Follow Up

Subject Line: {{First Name}}, still interested in a demo?

Hi {{First Name}},

I'm sorry we weren't able to connect last {{day that you sent your initial email}} for a demo of our {{product name}}. We just pushed an update today that lets you {{new feature}}, and I think {{their company}} may benefit a lot from it.

Are you free to hop on a call this week?

Thanks,
{{Your Name}}



Day #7: Email Follow Up

Subject Line: Leave blank to stay in the same email thread

Hi {{First Name}},

Just following up on my last message as there is a good chance it got lost in the many emails you receive each day.

If you're up for it, I am still hoping to jump on a quick call with you to understand the challenges that {{their company}} is facing and see if {{your company}} can help in any way.

I blocked off {{time}} tomorrow, does that work for you?

Best,
{{Your Name}}



Day #12: Email Follow Up

Subject Line: This might be helpful

Hi {{First Name}},

Just circling back here. We just received a new case study that I thought you might find interesting”

{{Case Study Summary}}

Are you free sometime this week to reconnect?

Best,
{{Your Name}}



Day #14: LinkedIn Message



Hey {{First Name}}, just wanted to check back in here to see if you're still interested in {{Service}}?

I blocked off {{time}} tomorrow, does that work for you?

-{{Your Name}}

Day #28: Email Follow Up

Subject Line: Should I stop reaching out?

Hi {{First Name}},

I know we haven't been able to connect, which, in my experience, means either my timing may be off, or you no longer have a need for {{product or service}}.

Regardless, I respect your time, so I'm going to go ahead and close your account

If you would still like to talk, just let me know a good time for you.

Thanks again,
{{Your Name}}





We drive the conversation. Your team closes the deal.