

10 emails you need to close a sale

keap

Free templates



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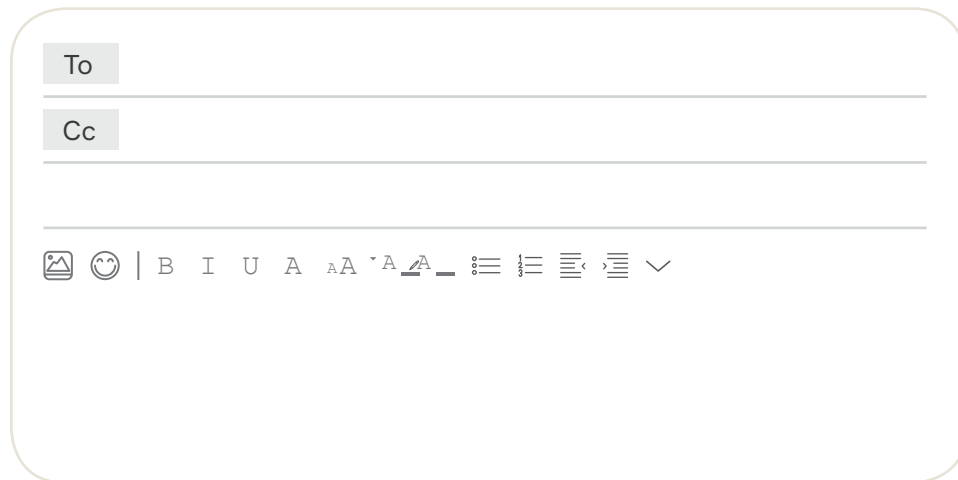
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Introduction

You've written thousands of emails in your lifetime.

That doesn't necessarily mean it gets any easier, especially when you're trying to make a sale. It's tough to determine what to say, when to say it, and how to drive leads toward a sale without sounding too pushy.

If you're like most people, you still sit down and freeze up when you see this:



The image shows a typical email composition interface. At the top, there are two input fields labeled 'To' and 'Cc'. Below these fields is a horizontal line. Underneath the line is a rich text editor toolbar containing various icons: an image icon, an emoji icon, a bold (B) icon, an italic (I) icon, an underline (U) icon, a text color (A) icon, a background color (AA) icon, a strikethrough (A) icon, a bulleted list icon, a numbered list icon, an indent icon, and an outdent icon.

That's why we're giving you a shortcut: 10 sales-related email templates that you can copy, paste, and use as a starting point for the messages you send to prospects. If you're using client management software, like Keap, you can set up many of these emails to be triggered automatically by an action like a purchase or a previous email.

Pro tip: Customize these emails to reflect your personality and the unique qualities of your business.

While you're at it, keep these tips in mind:

- In each email, include a specific call-to-action (CTA) that outlines what you'd like the recipient to do. To avoid confusion, choose only one CTA per email.
- To avoid your emails being marked as spam, be sure you have permission to contact recipients before adding them to a series of automated emails.
- Your email is just one of dozens your email subscribers will receive that day. Keep it direct and short (around one 100 words).

Initial contact

1. Solution to a problem

When to send it: Introduce yourself to a prospective client who is unfamiliar with your business by explaining how you can help them achieve their goals.

Why it works: In speaking to the mindset and challenges of your clients, you position your business as a source of help—a message that resonates with the person receiving your email more than an email that immediately ask for a sale.

To

Cc

Hoping to help you with **[problem]**



Hi **[first name]**,

In my work at **[your business' name]**, I often notice that people struggle with **[describe a particular business problem]**.

I help people with **[describe in one or two sentences how your business helps solve this problem]**. As a result, our clients have **[include a statistic or short anecdote that highlights the value of your services]**.

If **[solving this problem]** is a priority for you, I'd love to share some ideas. Please let me know if you'd like to set up a time to talk this week.

2. Social media introduction


When to send it: Introduce yourself to a lead you identified on a social network like LinkedIn or Twitter by sending a piece of helpful content.

Why it works: No one likes direct solicitations from strangers on social media. Instead of pushing for a sale, introduce yourself as an expert in your field who's willing to help.

To

Cc

Saw your post about **[topic]**



Hi **[first name]**,

I recently followed you on **[social network]** and noticed your post about **[describe the topic]**. I thought this **[article, guide, video, presentation]** might give you some ideas for **[solving a business problem]**.

I'd be happy to tell you more about how, **[your business' name]** has helped customers with **[the same problem]**. Please let me know if you'd like to discuss.

3. Referral follow-up


When to send it: When a client gives you a referral, follow up quickly to introduce yourself and ask whether you can be of service.

Why it works: Mentioning the referring client catches the new lead's attention, while providing background information helps to educate them if the referring client didn't explain your product or service.

To

Cc

[Referring client's first and last name] recommended we connect



Hi **[first name]**,

As you may know, **[referring client's first and last name]** recommended I contact you. My company, **[your business' name]**, has been helping **[referring client's first name]** with **[problem your business solves]**.

[Write a short description or a few bullet points highlighting your product or service, including a link to your website]. If you think our services might be useful to you, would you like to schedule a time to talk this week?

Following up

4. Networking follow-up

When to send it: Stay in touch with someone you recently met by sending an email that reminds them of your conversation and your business.

Why it works: By following up quickly, you ensure that your new connection has your contact information while creating an opportunity for continued discussion.

To

Cc

Nice meeting you, **[first name]**!



Hi **[first name]**,

Thanks again for talking with me at **[event or place of meeting]**! I enjoyed our conversation about **[remind the contact of topics you discussed]**.

I wanted to be sure you had my contact information. I'd love to continue the conversation, so please let me know if I can ever help you with **[problem your business solves]**.

5. Trying to reach you


When to send it: Send an email immediately after you leave a voicemail, send a text, or miss someone by phone.

Why it works: Following up by both phone and email increases your chances of reaching the lead, especially if you note when you'll be calling again and offer opportunities for them to reach you first.

To

Cc

Sorry I missed you, **[first name]**!



Hi **[first name]**,

I just left you a voicemail about **[explain the reason for your call.]** I'm sorry we didn't connect. I'll try you again tomorrow afternoon. In the meantime, feel free to reach me at **[phone number]** or let me know of a good time to call. Looking forward to talking with you!

6. Follow up after a conversation


When to send it: After an initial conversation with a lead, send a recap of your discussion and request for another call or meeting.

Why it works: Most leads won't buy after a single conversation. Follow up to stay top of mind and encourage them to take the next step toward a sale.

To

Cc

Ideas for **[problem]**.



Hi **[first name]**,

I enjoyed learning more about you during our last call. I certainly understand the challenges you're facing with **[describe the lead's challenges]**. In thinking about our conversation, I have a few more ideas that can help you achieve **[describe the lead's goals]**. Are you available for another call this week?

7. Follow up with content









When to send it: As you continue the conversation with a lead, mix in a content piece that answers potential questions or helps demonstrate the value of your products or services.

Why it works: By sending useful content, you can better educate your leads about your business and stay in touch without coming across as being too aggressive.

To

Cc

Thought you might be interested in this

  | B I U A A A * A      

Hi **[first name]**,

Because we recently discussed **[topic]**, this **[article, ebook, video, etc.]** made me think of you. **[Link to the content]**

I hope you take a few minutes to check it out because I think it could give you some ideas for **[explain the tips or strategies covered in the content piece]**. Let me know what you think!

Closing

8. Re-engagement

When to send it: If your lead initially expressed interest only to go M.I.A., send this quick email asking for a status update to ensure you don't give up too soon on a promising lead.

Why it works: A lead may not tell you if your timing is off—or admit that they lost track of your conversation. The multiple-choice approach allows for a quick and honest response.

To

Cc

Thought you might be interested in this



Hi **[first name]**,

I haven't heard from you in a while and wanted to see if **[your business' name]** is still on your radar. I know you're busy, so I don't want to take up too much of your time. Please reply back with the number that best describes your status?

1. I'm very interested, so please give me a call!
2. I'm still interested, but now isn't the best time. Keep following up with me.
3. I'm not interested, so please take me off your list.
4. I can't remember who you are. Please remind me.

9. Last attempt to contact

When to send it: Send this email to a nonresponsive lead to find out whether they're officially not interested in buying.

Why it works: The reverse psychology might inspire them to reply with an explanation. Maybe the timing isn't right, or they've simply been busy—in which case you can continue to work the sale. And if you confirm they'll never buy, you can refocus your efforts on more promising leads.

To

Cc

Taking you off the list



Hi **[first name]**,

I'm reviewing my list of contacts I haven't been able to connect with after a few attempts. I don't want to keep pestering you if you're not interested in **[your business' name, product, or service]**. Unless I hear otherwise, I'll take you off my list.

However, if you're still interested, what do you recommend as a next step? Thanks for your help.

10. Referral request


When to send it: Referrals are a major source of new business, but you won't necessarily receive them without asking. Send this email soon after a client's purchase, while their experience with your business is fresh in their mind.

Why it works: Clients may be more inspired to give referrals if you ask them to help other people instead of asking them to help your business.

To

Cc

How can I help



Hi **[first name]**,

Assisting clients with **[the problems your business solves]** is the reason I got into business, and I'm always looking for more people to help. If anyone comes to mind, please send me their contact information. As a way to say thanks, I'd like to offer you **[a referral incentive, if applicable to your business]**.

Conclusion

We hope these templates help make it easier to write effective sales emails. Visit the Infusionsoft [Business Success Blog](#) for more small business resources, like these articles about writing and email marketing:

[Email Anatomy: Creating the Best Marketing Emails Ever](#)

[Hate Writing? Try These 5 Copywriting Hacks](#)

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