

## 为什么你发出去的邮件都是已读不回？有这 12 个跟进模板，让你轻松拿下订单.....

西安多渠道营销中心

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外贸人经常遇到让人头疼的问题，很多时候客户明明就很有意向，我们回复的内容也是对的，但客户就是没回应了。

怎么办？直接放弃？被动地等待客户的回复？还是主动跟进？

如果您想开发更多的客户，当然是要选择后者，只有不断地主动跟进，才能把握更多的成交机会！

今天就和大家分享下一些外贸跟进客户的邮件模板，首先着重安利你们下面这个：

Seems we get stuck somewhere. In order to move forward, is it possible to give me / us feedback for below:

我们的进展似乎卡住了，为了能够继续推进，能否就如下给到我/我们反馈呢？

A. Price or payment term issue? 价格或者付款方式原因?

B. Shipping freight issue? 运费原因?

C: Any other reasons? 其他原因

Thank you in advance. 谢谢。

注意:

- 1.不适用于 0 次跟进客户。报价/发合同等暂时无回应的，可以用常规跟进句型
- 2.至少在跟进客户 2 次后无回复后，时间间隔至少 3-4 天以上，才建议发给客户。
- 3.询问缘由可以按照自身情况，调整问题内容。

## **01 外贸已读不回 12 步跟进模板！**

如果只是三两天的断联，先按捺住。老客户一星期的正常跟踪，新客户十天半个月的跟踪，就可以了。不要邮件轰炸，客户也不一定要回复你。

- 1.常规的跟进，询求客户对价格的看法，记得长话短说。

比如 Can you please let us have your comments on the offer we sent on +月日?

## 2.如果客户继续不回复

May I know if you get my offer on+月日? I am attaching again herewith the offer for your reference. Hope to get your feedback soon.

## 3.继续不回复，打不死的小强精神起来。利用报价的有效期说事。

Friendly reminder on the validity date. Can you please further advise if the price is workable for you? Price will be invalid on+时间

## 4.继续不吭声。发最新产品/宣传册子，最新出货记录照片，尺寸要控制在 1MB 以内/目录控制在 3MB 以内。

Here is our newest model which will be in the market soon. 或 Just shipped

1 container to your country and please see some photos for your reference.

Any news from you?

5.可以发展厅样板照片

并说: Well organized showing room and free samples are ready for your quality checking. 或者 Busy at the \*\* fair these day. Do you have any purchase plan?

6.对于有潜力或者比较大的采购商, 可以主动表示提供免费样板。

7.如果有新的展会, 通知客户。并且实时写邮件给客户你们展会的情况, 附上参展图片, 产品陈列图片。

8.设法得知客户的 Facebook 或 Instagram。可以在上面关注下他们的动态, 从网友的互动做起。

9.同行刺激效应。此方法不是首选, 而且不建议对欧美比较严谨的客户。可以对付印度, 非洲客户。

10.低价诱饵效应。可对印度, 中东, 南美那些无限追求低价的国家客户。

可以探下他们的目标价 Can you please advise your target? 如果你的价格很有优势很可能就拿下单子。

但是如果价格低到你做不下去，也要在下封邮件展开攻势，highlight 出产品的优势和卖点，并表示 price will be more competitive if you can allow to adjust the quality

这里面两个意思，一分钱一分货，你们价位高是因为这些优势，第二个意思他愿意妥协质量，价格可以再优惠。

#### 11.雷达不动，可以开门见山

Much appreciated if you can further offer some comments. Then I can know if you still get interested in our products. Otherwise I will stop to bother you.

开门见山，直接问他意见，不然停止写邮件给他了。

#### 12.最终还是不回复。

(1) 你发过去了，也没进垃圾邮箱。但是他就是没收到。

(2) 他用意念回复你邮件。类似你在朋友圈意念点赞回复一样。那么如果你有时间，那你就继续写，写到有天某个亮点吸引他了，他就会联系你。

## 02 邮件模板参考

以下 4 封邮件模板，供大家参考：

### 01 跟进新客户

Hi [Name],

I really enjoyed chatting with you earlier today and learning more about how you and [your company].

很高兴今早与您的交谈，并进一步了解了您和[贵公司]。

I promised you some more info and here it is. I've attached more information about [request] and [other].

请查收我答应给您的资料，已附上有关[要求]和[其他]的更多信息。

Please let me know when you have had a chance to take a look at this info and would like me to give you a call to discuss. I'd be happy to answer any questions you have. Feel free to call me at [number] any time.

请让我知道您何时有机会查看这些资料，并希望我何时给您打电话进行讨论。我很乐意回答您的任何问题。也欢迎您随时给我打电话。

[Signature]

02 邮件发出后，客户没有动静

Hi [Name],

I trust that you have had an opportunity to read my previous email and look at our website, so I figured it'd be worth checking in with you again.

我相信您已查阅了之前给您发送的邮件并浏览过我们的网站，因此我认为是有必要再次与您联系的。

Have you given any additional thought to my proposal? I'd be happy to do a quick review of it on the phone and answer any and all questions you may have.

您对我的提议（方案）是否有其他的想法呢？我很乐意通过电话对其进行快速审核，并回答您可能遇到的所有问题。

When would suit you for a quick call?

什么时候方便跟您通话呢？

[Signature]

### 03 按照约定给客户发送资料

Hi [Name]

I'd like to thank you for taking the time to hear me out on [DAY]. I'm really excited about the big progress of this relationship.

感谢您抽出宝贵的时间在[日期]跟我进行通话。我们关系的进一步推进让我感到非常兴奋。

You mentioned that you would need to consult with [Person] before making a decision. I am really eager to hear what they thought of my proposal.

您提到在做出决定之前，需要与[人员]进行协商。我真的很想听听他们对我的建议的看法。

Is there a spot on your calendar I could claim to discuss how we can take this deal forward?

您能给我一个准确的日期，让我们讨论如何推进这项交易吗？

[Signature]



#### 04 适用于好久没联系的客户

Hi [Name],

I'm sorry we haven't been able to connect recently. When we last spoke, you seemed very interested in [objective of product or service].

很抱歉我们最近没有怎么联系。从我们上次交谈中，您似乎对[产品或服务的目标]非常感兴趣。

I realize that you are most likely incredibly busy, so I am happy to schedule a call with you at any time, even if it falls outside regular office hours or on a weekend if that makes it easier for you.

我知道您很可能非常忙，因此就算不是上班时间甚至是周末，我也很乐意随时跟您进行电话交谈，只要在您方便的时候就行。

I really don't mean to harass you, but would appreciate some indication on your decision either way.

我真的不是想要打扰您，但希望您能以某种方式向我表明您的决定。

Thanks in advance 提前致谢

[Signature]