



20 Follow Up Sales Email Templates



How to Use This Template

Thanks for downloading HubSpot's Follow Up Sales Email templates!

Whenever you're following up with a prospect or customer, copy and paste the following templates into your email and edit it as you see fit. Remember, customization is key when it comes to fostering a profitable relationship.

Once you're ready, delete this page and start filling out the template of your choice. Remember, you should add/edit/delete any copy or sections as you see fit.

Save time with a Free Sales Email Template Builder.

Close more deals by
turning your best emails
into templates you can
personalize and share with
your team.



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1. “Still Interested?”

Hi [NAME],

Hope all is well. I had put a reminder in to check-in with you to see how things were going with the [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] strategy. Let me know if you have some time to reconnect this week and catch up on where you see things and I can provide some ideas on where we can help.

Look forward to hearing from you.

Best,
[SIGNATURE]



Pro Tip:

Automate Your Sales Emails with HubSpot

After you've picked out your favorite email templates, create workflows to automate lead rotation, create tasks, and streamline prospect follow-up with sequences.

[Learn More](#)

2. “I Just Called You”

Hi [NAME],

Sorry I missed you on the phone today, I was calling because [REASON FOR CALLING].

In my voice mail, I mentioned that I will call you back on [DATE] at [TIME] and of course you can always reach me before then at [PHONE NUMBER].

I look forward to connecting.

Best,
[SIGNATURE]

3. “Learn More”

Hi [NAME],

Thanks for taking the time to share a little about [COMPANY], as well as the goals and challenges you face.

If you would like to learn how other companies are dealing with challenges like yours, I would be happy to schedule a call. We could also talk a bit more about your challenges and determine whether or not I might be able to offer some help.

If you would like to talk some more, use the convenient link below to directly schedule a time on the calendar for us to speak.

[LINK]

Best,
[SIGNATURE]

4. “Next Step”

Hi [NAME],

I’m writing to follow up on our last conversation. My boss asked me for an update on your account. I told him I didn’t have one.

I’m not sure what makes sense to continue the conversation. What makes sense as a next step, if any?

Best,
[SIGNATURE]

5. “Curious Why You Didn’t Buy”

Hi [NAME],

I noticed that during the [DEMO/TRAINING] you didn’t purchase the [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 [FREEBIE] — [BENEFIT OF FREEBIE]. Please respond to this email with your reason why you didn’t purchase and we’ll send that over.

Best,
[SIGNATURE]



Pro Tip:

Integrate Your Emails with HubSpot’s Sales Hub

To keep in touch with prospects, you need tools that work for you. HubSpot provides easy-to-adopt sales software that leverages AI to help you build pipelines and close deals.

[Learn More](#)

6. “Non-Annoying Follow Up”

Hi [NAME],

That was a great story you told about [SPECIFIC DETAIL]. In our next meeting, I have a similar story to tell you.

You certainly seem to have a great grasp on how to make your company succeed. They are lucky to have you.

With the economic challenges you face, however, our [PRODUCT] is going to give you that extra push you need to [SPECIFIC BENEFIT]!. Imagine if you could shift the market's buying criteria completely in your favor. This approach improves everything you're already doing.

Once again, it was great meeting you. I have a few ideas about other issues that I know you will like.

Best,
[NAME]

7. "Check Out This Useful Article"

[NAME],

I don't know if you saw this article that appeared today in [NEWS OUTLET]. It's related to the issue we were talking about.

[LINK TO ARTICLE]

I hope you find it interesting.

Best,
[SIGNATURE]

8. "In The Neighborhood"

Hey [NAME],

I'm actually going to be in [PROSPECT CITY] in [X DAYS OR WEEKS] on business and have a few hours of downtime on [DAYS].

Do you have 30 minutes to connect on either day? I hear your offices are pretty cool and it'd be great to finally meet in person.

Best,
[SIGNATURE]



Pro Tip:

Use HubSpot's Sales Email Template Builder

Close more deals by turning your best emails into templates you can personalize and share with your team, including the templates shared here

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9. “Follow-Up Set Up”

Hi [NAME],

Thanks for getting back to me so quickly. I really appreciate it.

I'd be happy to reach back out in [TIMEFRAME].

Does it make sense to schedule something tentative on our calendar to connect? That way we can save time by not having to go back and forth.

How does your calendar look in [TIMEFRAME]? What would be a good week or day for us to connect?

Thanks for your help. I look forward to talking.

Best,
[SIGNATURE]

10. “What Would Need to Change”

Hi [NAME],

Thanks for the quick response. Since it doesn't make sense to talk, I have one quick question. What would need to change in the future for it to make sense for us to talk?

Thanks for your feedback,

[SIGNATURE]

11. "Keeping Your Information Counter"

Hi [NAME],

Thanks for the quick response. I've found that when people say they will keep my information on file, typically it's just a polite way of saying they aren't interested. If that is the case, do I have your permission to close your file?

If it is a timing issue, what would need to change in the future for it to make sense to talk?

Thanks for your feedback.

Best,

[SIGNATURE]

12. "Special Request"

Hi [NAME],

I spoke with our team, and we'd be more than happy to accommodate your [SPECIAL REQUEST RELATED TO PRODUCT].

Let us know if you're interested and we can set up a call to chat more about the request.

Best,

[SIGNATURE]

13. "Pricing Information"

Hi [NAME],

Thanks for chatting with me earlier. I had a great time learning more about [COMPANY] and [SPECIFIC PROBLEM].

As requested, I've attached more information about our pricing, including different packages. Let me know once you've had a chance to review, and I'm more than happy to answer any questions you may have.

You can send me an email or call me at [PHONE NUMBER] at any time.

Best,
[SIGNATURE]



Track Your Emails with HubSpot

Know when leads engage with your emails and turn them into deals faster with perfectly timed, personal follow-ups.

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14. “Engaged with Resources”

Hi [NAME],

I saw you recently accessed one of our resources. Thanks for exploring our website!

Following up on my previous email, I wanted to ask if you had any additional time to think about how [COMPANY] can help yours with [SPECIFIC PROBLEM]?

Let me know if you'd like to schedule a call to go over your options. I'm also available via email at any time.

Best,
[SIGNATURE]

15. “Need More Information?”

Hi [NAME],

Thanks for chatting with me earlier. I know you mentioned needing to chat with your colleagues before making a decision. I wanted to check in and see if you or any of your team members needed more information from me?

Let me know how I can help.

Best,
[SIGNATURE]



Pro Tip:

Customize Your CTA

These templates include a standard “let’s meet up for coffee” call-to-action at the end. However, you should customize this depending on your goals. For example, you might want prospects to sign up for a demonstration or sign up to chat with you using a personal calendar invite.

16. “Wrong Person”

Hi [NAME],

I tried reaching out to you a few days ago and realized I might have the wrong person.

At [COMPANY], we offer [SOLUTION] using [PRODUCT], which I think could benefit [COMPANY].

Are you the correct person to reach out to about this ask? If not, could you please point me in the right direction?

Thanks again.

Best,

[SIGNATURE]

17. “Free Resource”

Hi [NAME],

Thanks for chatting with me. From our conversation, it’s clear you’re interested in [SPECIFIC TOPIC OR PROBLEM].

Fortunately, our team recently published [RESOURCE WITH HYPERLINK] I felt might interest you. If you don’t have time, here’s an overview.

[OVERVIEW OR KEY TAKEAWAY]

I’d love to hear your thoughts on the resource and how we can help your business achieve your goals. Do you have time to chat over [TIMEFRAME]?

Best,
[SIGNATURE]

18. “After a Free Trial”

Hi [NAME],

I noticed you signed up for a free trial of [PRODUCT]. I’ve put together some resources I felt could help you get started.

- [RESOURCE #1]
- [RESOURCE #2]
- [RESOURCE #3]

Let me know if you have any questions, I’m more than happy to hop on a quick call or answer them via email.

Best,
[SIGNATURE]

19. “Free Demo”

Hi [NAME],

Thanks for chatting with me earlier. It was great learning more about [COMPANY] and [SPECIFIC PROBLEM], and I think we can create a great partnership.

If interested, I'm more than happy to schedule a free demo of [PRODUCT] at any time. How does your availability look over [TIMEFRAME]?

Let me know how you'd like to proceed.

Best,
[SIGNATURE]

20. "Last Chance"

Hi [NAME],

I've tried getting in touch with you over the last few months, and I haven't heard from you.

If you're not interested, that's totally fine. Or if now isn't the right time, let me know — I'm more than happy to follow up in a few months when the timing is right.

I'll not contact you unless you contact me. Feel free to reach out to me whenever at [PHONE NUMBER] or email if you'd like to learn more.

Best,
[SIGNATURE]