**【2】客户跟进邮件模板**

**客户跟进邮件（1）**

Dear John Smith,

Quickly following up on my email from yesterday. I tried to call you, but was unable to connect. Hoping to set up a call to introduce my company, [ABC Company]. Do you have 10 minutes anytime early next week that would work?

While I have you, I thought you might find some interest in our cooperation with [client name]. We helped them [achieve goal] resulting in [ideally you have a % to use here, but any meaningful result will suffice]. You can read the whole story here: [Provide case study link.]

As a reminder, we're a [Outline the main business] company, expert (or specializing) in the [Describe more spcifically] category. We've worked with [name 2-3 clients] in your country, and help many others to [achieve goal].

I look forward to hearing from you soon.

Best regards,

Lily Lee

**客户跟进邮件（2）**

Dear John Smith,

As I've gotten to know your company better, I've come to believe that our company aligns well with both your company's immediate needs and ultimate goals.

We can offer [product or service] that will allow you to [solve specific problems they're facing]. We use different tactics than our competitors, including [differentiators from other companies in your space].

We've consistently been recognized for our exceptional product quality and service, like [specific accomplishments you can reference]. We were able to help one of our customers [reference a specific, relevant customer story].

Given how well our [product or service] suits your needs, I think we could do some great work together.

[Engaging question to wrap things up]?

Best regards,

Lily Lee

**客户跟进邮件（3）**

Dear John Smith,

Hope you had a good weekend (been well, etc.).

Not sure if you've been really slammed or you've decided to hold off for now, but I wanted to see if you might have any feedback on our proposal?

Certainly, no rush on our end — I don't want to become a pest if you'd prefer I hold off on contact.

I also thought you might have some interest in a recent post on [a post specific to the prospect's category, or if you don't have one, a category-specific, third-party article]. You can read it here: [link].

Look forward to hearing from you.

Best regards,

Lily Lee

**客户跟进邮件（4）**

Dear John Smith,

I've tried to reach out a few times now without a reply. Usually when this happens, it means my offer is not a priority right now. Is it safe for me to assume that's the case here?

If it is, I won't bother you anymore. If you'd rather I follow up in a month or two when you have more bandwidth, I'm happy to do that as well.

Thanks for your time.

Best regards,

Lily Lee

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