

# Sales Follow-Up Playbook

## Never Lose a Lead Again: 7-Touch Email Sequence Template

80% of sales require 5+ follow-ups, but most businesses stop after 2. Use this proven 7-email sequence to nurture leads systematically and increase conversion by 20-30%.

### Email 1: Immediate Auto-Response (0 minutes after inquiry)

- Subject: Thanks for your interest, [Name]
- Confirm you received their inquiry
- Set expectations for next steps
- Provide immediate value (relevant resource or guide)
- Include your calendar link to book a call
- Keep it short (3-4 sentences max)

### Email 2: Case Study/Social Proof (Day 2)

- Subject: How [Similar Company] solved [Their Problem]
- Share a relevant customer success story
- Focus on results, not features
- Match their industry or use case if possible
- Soft CTA: 'Curious if we can do the same for you?'
- No hard sell—just demonstrate capability

### Email 3: Value Question (Day 5)

- Subject: Quick question about [Their Goal]
- Ask about their timeline or specific needs
- Reference something from their initial inquiry
- Offer to answer any questions
- Position yourself as a consultant, not salesperson
- Open-ended question to start conversation

### Email 4: Educational Content (Day 9)

- Subject: [Video] See how it works in 90 seconds
- Share demo video, tutorial, or product walkthrough
- Explain one key feature or benefit clearly
- Make it easy to understand without jargon

- CTA: Schedule a personalized demo
- Alternative: Share helpful blog post or guide

## Email 5: Limited Offer/Urgency (Day 14)

- Subject: [Month] only: [Special offer]
- Create legitimate urgency (discount, bonus, limited slots)
- Highlight the benefit of acting now
- Include clear pricing or package details
- Strong CTA with deadline
- Option: Feature a specific customer pain point you solve

## Email 6: Final Value Add (Day 18)

- Subject: One more thing that might help...
- Share your best resource (checklist, template, tool)
- No strings attached—genuinely helpful
- Soft reminder you're available to help
- CTA: 'Reply if you have questions'
- Position as helpful expert, not pushy salesperson

## Email 7: Breakup Email (Day 21)

- Subject: Should I close your file?
- Acknowledge they might not be ready
- Give permission to say 'not now'
- Offer to check back in 3-6 months
- Final CTA: 'Reply if you'd like to stay in touch'
- This often triggers a response from fence-sitters

## Pro Tips for Maximum Effectiveness

- Personalize with their name, company, and specific pain points
- Sequence pauses automatically if they reply
- A/B test subject lines to improve open rates
- Send emails during business hours (9am-5pm their timezone)
- Track opens and clicks to identify hot leads
- Move engaged leads to sales call faster
- Move unengaged leads to long-term nurture list

## After the Sequence: Long-Term Nurture

- Don't delete non-responders—add to monthly newsletter
- Share valuable content once per month

- Announce new features, case studies, offers
- Re-engage campaign after 3-6 months
- Some leads need 6-12 months before they're ready
- Stay top-of-mind without being annoying

### Want This Automated?

We write, design, and automate the entire follow-up sequence for you.  
Schedule a free sales audit at **[mindworth.com](https://mindworth.com)**