**Strategy 1: The “Assume the Close” framework**

**Use this when:** You had solid momentum, the deal moved forward, you defined a clear mutual action plan, your prospect was happy about it, and all the parts were involved, and suddenly, radio silence.

Subject: quick update?

Hi {{firstName}},

Let me know if I should get the paperwork ready for you,

or if something’s come up on your side.

Either way—no pressure. Just want to make sure we’re aligned.

Best,

{{yourName}}

**Strategy 2: The “Search for the No” Message (Chris Voss)**

**Use this when:** You still haven’t heard back and you need to force clarity.

Subject: have you given up on the project?

Hi {{firstName}},

I assume you abandoned the project, since I haven’t heard back, even though we had a clear action plan and next steps in place.

If that’s the case, no problem at all. If you're still planning to move forward or resume, just let me know.

In the meantime, I’ll tell my team to stop working on our side.

Cheers,

{{yourName}}

**Strategy 3: The Value-Based Bump Framework**

**Use this when:** You want to stay top of mind without asking for anything.

Subject: one last thing

Hey {{firstName}},

Saw this and thought of you, [link to article, short video, or case study tied to the challenge you discussed]

Even if we’re not moving forward now, figured this might be helpful.

Let me know if it makes sense to reconnect at any point.

Best,

{{yourName}}