

Follow-up Email (if no answer to first email)

Subject/Headline Option 1:

[First Name], This is a better idea for you

Body Copy 1

[First Name]

I sent you an email recently about meeting so that we can show you [how we can help you win more bids] [OR] [better deal with price fluctuations] [OR] [better manage delivery disruptions]

[note make sure the above lead matches the original email offer]

But I realize a call, even a quick one, might not be the best next step for you right now.

So here's what I propose. Hit reply and I'll email you a list of major projects we've recently won. You can have a look and decide which ones you'd like more info on, and how we helped our clients get them. We're in a unique position to do that.

I would be happy to share some details that could help you win more business in the future.

Makes sense?

[your name]

Subject/Headline Option 2:

[First Name], this multiple-choice answer should help

Body Copy 2

[Note: you can modify the numbered list, as you see fit]

I sent you an email recently about meeting to tell you about how we can make you more successful with your project bids.

But I realize you're probably swamped right now. I understand how priorities can shift.

So how about this; just reply with the number of the answer below, that best describes your current situation:

- 1 I'm swamped right now, let's reconnect in a few weeks
- 2 I want more details before we set up a meeting
- 3 I don't really care about winning more business. I like having boring days where we don't really make any progress.

[your name]

Subject/Headline Option 3

[First Name], Did you get this?

Body Copy 3

[Note: cut and paste the original email into this email, OR resend it with the following note, from your "sent" folder. Caution: don't overuse this technique. It can result in alienating the client]

[First Name], did you get this?

I'm worried it might have gone to your junk folder...

[your name]

Subject/Headline Option 4

[First Name], I need your advice

Body Copy 4

[First Name]

I reached out to you recently about meeting so that we can show you [how we can help you win more bids] [OR] [better deal with price fluctuations] [OR] [better manage delivery disruptions]

[note make sure the above lead matches the original email offer]

I realize this may be on the backburner for you at the moment. I understand how priorities can shift.

May I ask for your advice?

You know your challenging situation with creating winning bids and quotes better than I do.

What do you suggest would be a next step... to connecting so that we can help you grow?

[your name]

Subject/Headline Option 5

[First Name], What's getting in the way?

Body Copy 5

[First Name]

To be frank, I'm scratching my head wondering what's getting in the way of you taking advantage of working with us to win more successful business.

Is it some concern you have? Maybe you need some more specific details on what we've been able to do with other contractors?

How can I help?

[your name]