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Boost Your Inbound Sales With 15 Highly Customizable Inbound Templates

- 5 demo request follow-up templates
- 5 content download follow-up templates
- 5 post event follow-up templates

Each template comes with instructions on how to make it your own.

Increase your inbound process efficiency

Sales teams need well-defined processes and structure to succeed—especially when it comes to inbound sales efforts. Crucial to meeting goals and creating sustainable growth, the inbound process gathers leads for the sales funnel and cuts through the hassle of prospecting.

When a lead not only comes to you—but comes to you with an interest in your solutions, many of the outbound-related obstacles you'dotherwise face are already mitigated. Like an opportunity presented on a golden platter, inbound leads are not to be mishandled. We want to help you get your inbound outreach right with 15 inbound templates that are proven effective. Each template is highly customizable and comes with ideas for making them your own, so let's jump right in.

Tip: Every "what we like" and "make it yours" section is different, so don't forget to check them all out for insights that can be mixed and matched in your inbound outreach to come.

Demo Request Follow-up Templates

1

Subject Line

Your Interest in {{sender.company}}

Hi {{recipient.first_name}},

Thanks for your interest in a demo of {{sender.company}}. Before setting up a demo, I'd love to learn a bit more about your current setup and use case. Below are some questions that will help us understand your solution needs.

-What general challenges are you trying to solve?

-What about {{sender.company}} caught your attention? Or, are there any specific solutions you have in mind?

Any context you can provide is greatly appreciated. Let me know two or three dates/times this week/next that you're available. The demonstration will be booked for an hour to save time for questions.

Looking forward to hearing from you.

Thank you,
{{sender.first_name}}

What We Like

The tone. We know that responses to demo requests are usually automated, but that doesn't mean the tone needs to sound robotic. Yet those trying too hard to steer clear of a robotic tone can overcorrect and end up with messages that sound unauthentically enthusiastic. Going too far in either direction can be off-putting. That's why we like the tone of this template. Not too much of anything, this message communicates interest and professionalism with a calm, measured tone.

The qualifying questions. No one on your team wants to give demos to poor-fit potential customers. It's both an energy and resource drain that can be prevented with qualifying questions. Asking for background information as this template does can also save your lead time (if they're a poor fit) and provide insight on what specifically is appealing about your company to buyers- which you can then use in future efforts.

The agenda. We like that this template states how much time a demo requires and highlights that the time is padded for Q&A. The more a lead knows what to expect from a demo, the easier it will be to earn their commitment to it.

Make It Yours

- Think critically about the qualifying questions that are best for you to include. This template uses two somewhat general questions, but if it's relevant, your questions can be much more specific. Think back on past demos or ask your team for input. Is there a common misunderstanding about your product? Have you learned telltale signs of a poorly fit company? Take your time to choose the qualifying questions that will serve you and your efforts best- just don't include more than three in your initial demo request follow-up. You don't want to leave your lead with a to-do list when they're the ones seeking information.

- Between the first and second sentence of the template, you can add a personalized sentence. Something that reference's your lead's recent activity, current events or even a personal thought about the demo request. This could look like, "It always puts a smile on my face when someone is curious about what we do," or "Seeing a demo request- through always gives me a little extra pep in my step." Emails with positive emotion tend to see higher response rates, and it's a good way to add personality to your messages.

  If you don't want to talk about yourself but feel like adding the extra sentence, try focusing on your lead or their company. Use an idea like "After being at {{recipient.company}} for over {{!! YEARS }} years, I imagine you're an expert on exactly what the {{!! DEPARTMENT }} department needs. It's encouraging that you see a potential resource in {{sender.company}}."

- Be as specific as you can about the demo's agenda. You can go further than this template does and give your lead a brief recap of what the demo covers, bullet point by bullet point. Touches like this are appreciated because they provide clarity and, if your demo's subject matter is relevant to your lead, they'll be that much more likely to follow through with scheduling.

2

Subject Line

Thanks for checking {{sender.company}} out!

Hey {{recipient.first_name}},

Thanks for visiting the {{sender.company}} site and requesting a demo. I'd love to get that scheduled for you as soon as possible.

Are you available [[timeslot]] for a quick call so we can discuss your use case and get a demo scheduled?

Thanks,
{{sender.first_name}}

What We Like

The brevity. According to regie data, emails with 60 words or less in the body copy drive reply rates. With only 49 words, this template has room to spare.

The use of "thank you". This template thanks its recipient a total of three times, and we think that's great. Making small efforts to be polite, courteous or kind can go a long way. We also like how "thank you" is sprinkled throughout the message, rather than confined to one overly sweet sentence. Occasionally, our efforts to communicate gratitude can be a bit much, and our original intent is ruined. Avoid sentences like "I'm so grateful and

Make It Yours

- Search for unique words to replace commonly used phrases. How many times have you used or read sentences like, "thanks for checking us out," "I'd love to get that scheduled," or "are you available for a quick call?" in a sales email? While there's nothing inherently wrong with these phrases, a useful way to infuse messages with your own personality AND hold a reader's attention is to think twice about the words you're prone to defaulting to.
- Instead of "are you available for a quick call?" you can try communicating the same idea in your own words. Maybe you write,

"Up for moving our convo to a phone call?" or "Should we pick up our phones to discuss?" If your style is more direct, you might write, "If I call tomorrow at [[timeslot]]- will you pick up?" instead. Including subtle edits like this can help your message to stand out more in the mind of your lead.

- Add marketing approved collateral to your message, like a GIF of a feature being used or a case study from a company similar to the one your lead works for. You can do it in a "p.s." format after your signoff, to add value and personality.

3

Subject Line

Scheduling {{sender.company}} Demo

Hi {{recipient.first_name}},

Just tried calling— saw you requested a demo of {{sender.company}}, and I'd love to help get that in the works for you.

Very excited to hear about your initiatives to {{!! PERSONALIZED INFO ABOUT RECIPIENT COMPANY }}.

As a next step: a few quick questions for you to help set up the demo. Do either of these times work for a quick 15-minute call? [[timeslot_1]] or [[timeslot_2]]

If not, feel free to look through my calendar here.

{{!! INSERT CALENDAR }}

Talk soon,
{{sender.first_name}}

What We Like

The subject line. According to regie data, subject lines with 6 words or fewer experience the highest open rates on average. This subject uses three words, but even better, it's efficiently clear. Your lead will know exactly what the email is regarding, and since they requested the demo, they're likely to see what you have to say.

Tip: Demo requests require multiple follow ups. Regie's demo request workflow involves 11 steps spread out over almost 30 days. To learn why or more about the other campaign workflows regie provides, schedule your own demo with us here.

The scheduling options. This template provides leads with a couple of scheduling options. Between the two time slots and the calendar link, the frustration of a back and forth about scheduling is avoided. Plus, your lead is left with fewer steps to getting their demo scheduled.

The I—You ratio. The "I" to "You" ratio is a way of tracking who your message is focused on. Count up your "I" statements and your "you" statements to discover your message's ratio and learn where there's potential for improvement. When your "I" count is higher than your "you," you've likely lost sight of focusing on your lead.

It doesn't mean you're being self-centered, it's just easier to speak from your own perspective, especially when you don't know much about the other person. In part, this is why researching your lead is helpful. You can also begin some sentences without an "I" altogether, like this template does.

Make It Yours

- While sellers typically want to move their conversations to the phone, many buyers prefer to stick with email whenever possible. You want that demo scheduled, so accommodate this by either offering to a doc or worksheet with your qualifying questions, or attaching it from the start. That way your lead will have the choice between email and phone while still being able to get your questions answered.
- To give this template an extra touch of value, attach a FAQs about your company whitepaper. You and your team can compile a list of questions that frequently pop up during demos or otherwise and draft their answers. Asking team members from creative or marketing to collaborate on the whitepaper will also be helpful. Once it's finished, you'll have a valuable resource that's on hand for the leads who need it most.

4

Subject Line

{{sender.company}} — Your Demo Request

Hi {{recipient.first_name}},

Thanks for requesting a {{sender.company}} demo. There are {{!! NUMBER }} main use cases for {{sender.company}}; its use for {{!! USE CASE 1 }} or {{!! USE CASE 2 }}.

{{recipient.first_name}}, I want to get a better understanding of your interest in {{sender.company}} and what's most important to you.

Typically, people have some questions about {{sender.company}} and if it will be a good fit for what they're looking for. Any insight provided will help us tailor your demo to focus on your requirements and offer the most value for your time.

Can we schedule a quick introductory call to discuss this further before we book your demo? When's a good time?

Best wishes,
{{sender.first_name}}

What We Like

The use cases. Similar to the usefulness of qualifying questions in a demo request follow up, touching on your product's use case(s) is another way to ensure that this demo is a good fit.

The ask. Not every message you send needs to include a time slot for a meeting or your calendar. It's true that doing so makes scheduling easier, but you want variety in your messaging. Every so often, changing up the conventions you rely on will help you understand what's best for your audience and resonate with leads whose personal preferences oppose best practices.

Make It Yours

- Make sure your use cases are updated and refined before using this template. Assuming that your demo request follow-ups are automated, you won't have the opportunity to tailor your use cases before the message is sent. That means you'll want them to be in their best form before you add this template to your deck.
- An alternative to attaching a full FAQ document to your follow up is adding two or three FAQs to the body copy itself. For this template, a couple FAQs could follow the line, "Typically, people have some questions about sender company and if it will be a good fit for what they're looking for." However, you should keep an eye on your word count if you choose this route. For example, "During demos, we're usually asked: " is a shorter sentence that can precede your FAQs.

5

Subject Line

{{{sender.company}} | {{recipient.company}} — Demo Introduction

Hi {{recipient.first_name}},

I hope you're doing well. With regards to your request for a demo of {{sender.company}}, we're looking forward to showing you how {{sender.company}} is the proven resource for [[value-proposition]].

To ensure the best fit for your purpose, it'd be helpful to discuss your interest in more detail. Can we connect on an introductory call together? Feel free to book time directly into my calendar here: {{!! INSERT CALENDAR }}

I look forward to hearing from you soon.

Kind regards,
{{sender.first_name}}

What We Like

The tone. If you need a traditional, classic sounding follow up, this is the template for you. The tone takes no risks, and prioritizes professionalism. Every seller needs a template with this tone in their personal library to be able to appeal to buyers with more traditional preferences.

The subject line. Using both your company name and your lead's in the subject line is a tool for capturing their attention. Like seeing your own name, seeing the name of your company draws the eye. And since your lead has already requested a demo from your company, they'll recognize your company name as well.

Make It Yours

- We don't recommend changing this template all that much, but, you can strengthen it by ensuring your value proposition is up to date, relevant and well-worded. This template is a good reminder to check in on the resources and phrases you rely on throughout all of your sales emails. Have they been tested recently? When was the last time they were refreshed? Is there a more relevant point of value you can include? It's important that we're always refreshing and testing to make sure our emails are in their best form.

Content Download Templates

1

Subject Line

Your {{sender.company}} Download

{{recipient.first_name}},

Curious what inspired you to view our {{!! CONTENT TITLE }}? It's been a popular {{!! CONTENT TYPE }} with people in similar roles as yourself and we usually from them that their main focus is on [[value-proposition]].

Are you available [[timeslot]] to have a quick discussion about what you thought of the {{!! CONTENT TYPE }} you downloaded or what you're currently focused on?

Cheers,
{{sender.first_name}}

What We Like

The transition. We like that this template makes a smooth transition from a content download to a value proposition by focusing on the lead's title or role. This is a way to personalize your message and make your point stronger because you're attaching your company's value to your lead's title.

Make It Yours

- Are there other ways you can carry out the transition demonstrated in this template? Maybe you focus on an industry instead or company type. Maybe you even do more research into your lead (if time permits) and find a way to personalize the transition that's less broad, like team size or company age. Whatever you can find should work, so long as the content downloaded connects with the variable you're using for the transition.

2

Subject Line

{{!! CONTENT TITLE }}

Hi {{recipient.first_name}},

Glad to see that you downloaded our {{!! CONTENT TITLE}}, it's one of my favorite reads!

What sparked the interest in downloading it? Are you looking at different solutions to help [[painpoint]]?

Regards,
{{sender.first_name}}

What We Like

The length. We like a message that's only three sentences long and your leads will too. Reading time, like word count, is also an important consideration when it comes to your sales emails. Some situations require longer reading times, but responding to a content download isn't one of them.

Make It Yours

- Another option for this template, especially because of it's short length, is to offer a demo to your lead. There's room to do it without driving up the word count, and depending on the content downloaded, a demo could be a logical next step. Use your discretion to decide if this is the case.

3

Subject Line

Thanks for downloading our {{!! CONTENT TITLE }}

Hi {{recipient.first_name}},

Saw that you downloaded our {{!! CONTENT TITLE }}. Hope you were able to gather some insights around {{!! CONTENT TOPIC }} you may not have had before.

Let's chat about your thoughts on {{!! THOUGHT-PROVOKING ASPECT OF THE CONTENT}}? Would also love to share some best practices we've learned over here at {{sender.company}}.

How does that sound?

Thanks!
{{sender.first_name}}

What We Like

The question. Questions are good for email performance, but not all questions are created equal. Asking for someone's thoughts on a specific aspect of the content they reading, that's much more compelling than "let me know you thoughts," and will probably lead to a more interesting conversation.

Make It Yours

- If your goal after a content download is to purely focus on providing value (which is a great idea) then delete the CTA that asks to "chat" and instead provide other resource that cover the same topic. Additionally, don't use resources from your own company. This is a way to better position yourself as some one who's there to help, not sell. Many buyers prefer sellers to tone down their eagerness to sell and this template is an opportunity to explore a "resource first" type of approach. Just make sure you've thoroughly read any resources you do choose to send so you're certain they're relevant.

4

Subject Line

Congrats! You're on your way to {{!! KEYWORD }}

Hi {{recipient.first_name}},

Thanks for downloading the {{!! CONTENT TITLE }}. We hope that you found the {{!! CONTENT TYPE }} to be a powerful tool and resource for your team. I was curious, {{recipient.first_name}}, what piqued your interest to download the {{!! CONTENT TYPE }}?

{{sender.company}} is the leading solution for [[value-proposition]] -- and I'd like to introduce myself as your point of contact. Feel free to reach out if you have any questions about {{!! KEYWORD }} or are interested in learning more about what {{sender.company}} can offer {{recipient.company}}!

Best regards,
{{sender.first_name}}

What We Like

The value proposition. Typically value propositions are left out of content download follow ups, at least initially, so we like that this template uses one. More than-anything, this template is thorough. It's not trying to be short or quick and while that doesn't always align with best practices, it is a good template to keep in your back pocket.

Make It Yours

- The word(s) you choose to fill in the "keyword" slot is entirely up to your judgment. Start with one of your value propositions, preferably the one you choose to use later in the template, and see if you can pare it down or summarize it in one or two words.

For example, if your value proposition is "effortlessly create short and long form content as needed," your keyword might become, "effortless copywriting." Just be careful to not use too many words, as you don't want a subject line that's longer than 6 words.

- If the sentence, "I was curious, what piqued your interest to download…" feels more like a formality than a sincere question to you, don't be afraid to delete it. Making these kinds of decisions around the emails sent with your name in the signature is important. Trusting your instincts will not only help you learn what works best for you and your audience, it will also help your messaging come across as different from the rest.

5

Subject Line

{{recipient.first_name}} — {{sender.company}} {{!! CONTENT TYPE }}

Hey {{recipient.first_name}},

We appreciate your interest in our {{!! CONTENT TITLE }}.

I was hoping to chat with you about {{!! KEYWORD }}, understand where you're currently struggling, and see how we might be able to help out.

I think this {{!! CONTENT TYPE }} will be relevant to you considering your role at {{recipient.company}}: {{!! INSERT COLLATERAL }}

I'm happy to answer any questions you might have and share some stories/case studies that are relevant for you and {{recipient.company}}.

Talk soon,
{{sender.first_name}}

What We Like

The value add. Sending relevant content to a lead who has already shown interest in your company's content is a logical choice. Why not give your lead more or what they came for? Just make sure the new resource you provide supplements the content they've already downloaded.

The offer. Sometimes it's helpful to send collateral or resources without asking first. But, sometimes offering to do so before you actually do it is also appreciated. Cyber security is a real concern and many buyers are hesitant to click on links from strangers. Asking permission first, or offering first, before sending collateral is a way to be thoughtful and respectful of your leads.

Again, for every strategy you try, you should have its counterpart readily available. Of course, this is only to an extent. A complimentary email doesn't need to be countered with one that's insulting.

Make It Yours

- Ever responded with a Vidyard video? Vidyards stand out and tap into the preference for audio-visual viewing and learning that many people, not just buyers, have. They're also a great way to humanize your outreach.

When a buyer sees your face and facial expressions, it's much easier to take stock in what you're saying vs. when your words are written and glanced at. Your video should be short and can briefly cover the case studies that the template offers to send if the lead is interested.

Bonus

Subject Line

{{sender.company}}'s {{!! CONTENT TITLE }} {{!! CONTENT TYPE }}

Hi {{recipient.first_name}},

I wanted to introduce myself as your point of contact at {{sender.company}} and thank you for downloading our {{!! CONTENT TITLE }} {{!! CONTENT TYPE }}.

No matter where you are in the {{!! KEYWORD }} journey, I hope this {{!! CONTENT TYPE }} provides a great roadmap.

Many {{!! INDUSTRY }} teams have turned to {{sender.company}}'s {{!! KEYWORD }} to help provide [[value-proposition]]. If you would like to view a walkthrough of {{sender.company}}l, please let me know and I'm happy to set that up for you.

Best regards,
{{sender.first_name}}

Post Event Attendees Templates

Subject Line

{{sender.company}}: Thank you for checking us out!

Hi {{recipient.first_name}},

Thanks again for joining our {{!! EVENT TYPE }}. We hope you found it helpful and that you were able to enjoy yourself. Do you have any questions I can answer? Please reach out if you do.

Apart from questions you may have, we like to share our {{!! COLLATERAL TITLE }} with attendees, as it's one of our most popular {{!! COLLATERAL TYPE }}s on the subject of {{!! SUBJECT OF COLLATERAL }}.

Whether it's about your thoughts on the event, the {{!! COLLATERAL TYPE }} I've included or how {{sender.company}} and {{recipient.company}} could interact more generally, I'd be happy to connect further.

Best,
{{sender.first_name}}

What We Like

The product isn't mentioned. Follow ups with event attendees should always focus on learning through resources. This is why your lead attended your company's event in the first place- to learn. Don't lose sight of that by immediately launching into your product and what it can do for them.

Instead, continue the focus on the theme of learning by providing additional resources and postponing conversation about your product, like this template does.

Make It Yours

- Try setting up a "if, then" type of structure to this template to make it yours. What that means is, instead of offering one collateral type and assuming it will be of interest to your lead, let them choose what they're interested in most by offering multiple options that are introduced by a question. It can look something like this, "If you are wondering {{!! QUESTION 1 }}, then read this: {{insert_collateral}}. If you're questioning {{!! QUESTION 2 }}, then watch this: {{insert_collateral}}. And if you're considering {{!! QUESTION 3 }}, then watch this."

Your questions should be relevant to the event and the event attendee experience. What are some questions that might have been common for those who attended? What are frequently asked questions about the event's subject matter? Formulate easy to understand and relatable questions and then find a resource that answers them well. This gives your lead the power of choice and shows that you've put thought into your outreach.

2

Subject Line

Great meeting you @ {{!! EVENT TITLE }}

{{recipient.first_name}},

Hope you made it home safely from {{!! EVENT TITLE }}. It was great speaking with you.

Based on our conversation, it sounds like {{!! ANALYSIS OF CONVERSATION }}.

Per our conversation I wanted to give you a few weeks to catch up and get back in the swing of things from {{!! EVENT TITLE }}.

Can we find some time over the next few weeks to regroup?

**Look for a LinkedIn invite coming your way.

{{sender.first_name}}

What We Like

The LinkedIn note. Any time campaigns take a multi-channel approach, teams are in a better position to sell. We like that this template gives a heads up about the LinkedIn invite and does so in a way that continues the conversational feel of the template. When following up with someone you connected with at an event, a conversational tone is logical.

The specificity. Everyone needs a template like this if they're attending networking events. We like that it's specifically designed for continuing an in-person conversation because you wouldn't want to email a lead you've already met with your pre-set post-event response. You'll need to leverage outreach that acknowledges how the conversation started and what it covered, in a way that templates not designed for this type of outreach couldn't achieve.

Make It Yours

- Is there something funny or light hearted from the conversation you had that you can mention? Search for something non-work related to sprinkle into this template. Doing so will help reestablish the bit of familiarity you and your lead might feel after having already met and it will emphasize the friendly tone of the message.

3

Subject Line

{{!! EVENT TITLE }}: Catch Up On the {{!! EVENT TYPE }}

Hi {{recipient.first_name}},

Thanks for attending our {{!! EVENT TYPE }}, '{{!! EVENT TITLE }}.' We hope you found it packed full of insight into {{!! SUBJECT OF EVENT }}.

If you missed the {{!! EVENT TITLE }}, don't worry, the recording is now available here: {{insert_collateral}}

I've also attached the {{!! EVENT TITLE }} slides for your reference. Want to know more? If you're looking for more information about {{!! SUBJECT OF EVENT }}, and what it means for you, take a look at our recent {{!! COLLATERAL TYPE }}: {{insert_collateral}}

We're here to help. Discover more about {{sender.company}} on our website, or just reply to this email to schedule your personal demo.

Best wishes,
{{sender.first_name}}

What We Like

The recap. The right thing to do after an event is send a recap of the material, footage, audio, etc.. Some organizations prefer to only send a recap to attendees, while others will share it with everyone who registered, regardless of attendance. Either way, continuing to provide resources in this way can be a powerful tool for creating an association between your company and solutions for your lead. Plus, it postpones conversations about selling, and instead helps you focus on the needs of your lead.

Make It Yours

- Instead of a demo, offer to provide a one-on-one recap of the event or a recap for your lead and their team. This way you're still providing value to your lead without focusing on your own agenda just yet. The offer for a private recap is generous and if your lead was truly interested in the event's subject matter, they're likely to agree. If you choose to make this offer, be sure to include the recap's runtime and what it will cover.

4

Subject Line

Following up on {{!! EVENT TITLE }} from {{sender.company}}

Hi {{recipient.first_name}},

Since you attended {{!! EVENT TITLE }}, I wanted to follow up with you to reflect on the insights shared. In {{!! PRONOUN }} presentation, {{sender.company}}'s {{title}}, {{!! PRESENTER NAME }}, shared {{!! RELEVANT DETAIL FROM PRESENTATION }}.

I would love the opportunity to hear about what's working and what's not in your own experience regarding {{!! KEYWORD }} at {{recipient.company}}.

Do you have 15 minutes to connect this week or next?

Also, if you want to revisit any of the recordings, you can access them here: {{insert_collateral}}

Best,
{{sender.first-name}}

What We Like

The details. Follow ups after events are usually pretty standard, so we like that this template sets itself apart by referencing a specific presenter's subject matter, as opposed to only mentioning the overall theme of the event. It makes the message more unique and is a great way to start a dialogue with your lead.

Make It Yours

- Feel like ditching this whole template? Here's another idea. Keep the template's first sentence, or write a new one that captures the same sentiment, and follow it with a hot take. A hot take is a "piece of commentary, typically produced quickly in response to a recentevent, whose primary purpose is to attract attention," according to Oxford Languages.

Come up with your own hot take regarding the event itself or a portion of the subject matter covered, and ask your lead if they agree. This is a moment to be truly honest. Trying too hard to think of something provocative is difficult, but what isn't difficult, is having an opinion. Rarely do we as humans not have an opinion on something. Occasionally, tapping into your most pointed reactions or views can be an excellent conversation starter, so long as you're not being offensive.

It's interesting that we're calling a genuine reaction a hot take, but therein lies the point. In sales, we're often so edited that an element of interacting as one human to another can unfortunately get lost.

5

Subject Line

{{!! EVENT TITLE }} - Follow Up

Hi {{recipient.first_name}},

Reaching out to follow up on our {{!! EVENT TITLE }} event– how was it?

You received your invitation to the event because of your role at {{recipient.company}}. We're working with over {{!! NUMBER }} enterprises like {{recipient.company}}, such as {{!! CLIENT COMPANY }}, {{!! CLIENT COMPANY }} and {{!! CLIENT COMPANY }} to name a few.

With the help of {{sender.company}}, they've been able to [[value-proposition]]. As a quick intro into what {{sender.company}} can do, watch this {{!! NUMBER OF MINUTES }} minute video of our {{!! KEYWORD }}: {{insert_collateral}}

Thought it might be of interest given your role. I can align a call with our team if you'd like additional information and an overview. Let me know and I'll get it set up.

Warm regards,
{{sender.first_name}}

What We Like

The social proof. If one or more of your company's clients/customers are enterprises with name recognition, you should be referencing them in your outreach. Social proof is the next best thing to a referral, because a successful company that trusts your company says a lot. It's a way of mitigating your own bias and agenda as a seller.

Make It Yours

- This template covers a lot. Try swapping out different types of information, deleting some, or adding more to better fit your needs. For example, if you don't have many customer companies that are recognizable by name or relevant to your lead's company, you can replace this section with information that's a better fit, like more resources or common barriers to a value proposition. Don't try to make your company or solutions fit the template. Instead, make the template fit your company or solutions.

Keep at it!

Each of our tips and insights are meant to be used with one another, so apply them as liberally to your own messaging as needed. It's also important to remember that when it comes to following up, your first email is just the start. Don't forget to keep at it to drive the stacking effect and you should also employ various other channels in your follow up workflows like LinkedIn, phone calls and voicemails. For more guidance on email copy, current best practices or campaign work-flows, stop by Regie or request a demo.

regie.ai