

# SALES EMAIL TEMPLATES

## FROM TOP SALES PROS



### GHOSTING EMAIL TEMPLATE

COURTESY OF JASON BAY FROM OUTBOUND SQUAD



**Subject lines:** Did I lose you? / See below / [initiative] / [goal]

Hi [first name],

We talked last [month] about [what they wanted to do] to [result they wanted to drive].

**Is this no longer a priority? Or did you find another solution?**

[Your Name]

### BREAKUP EMAIL TEMPLATE

COURTESY OF LESLIE VENETZ FROM THE SALES-LED GTM AGENCY

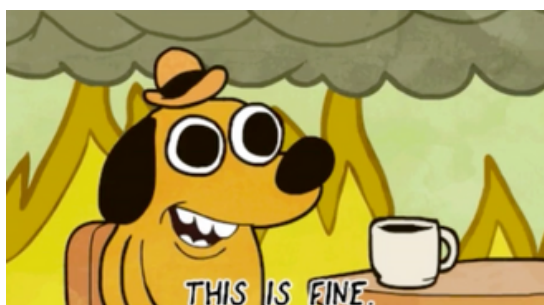


**Subject line:** This is fine

Hi [Name] - We never talked and that's totally fine. Totally fine...

**Thought you'd value [value prop].** If you want to chat more about it, just reply to this email.

[Insert GIF with Mixmax's in-email GIPHY integration.]



## FOLLOW-UP EMAIL TEMPLATE

COURTESY OF FLORIN TATULEA FROM BARLEY



**Subject line:** [Same as your original thread]

Hi [Name],

Here's an example of the [relevant info] I mentioned above. Would this be helpful?

[Insert screenshot of your example here].

[Your Name]

## EDUCATIONAL EMAIL TEMPLATE

COURTESY OF LESLIE VENETZ FROM THE SALES-LED GTM AGENCY



**Subject line:** Your [type of content, e.g. "infographic"]

Hi [Name] - Seems like [observation].

Here's an infographic (I still like them 😊) with [list relevant points].

**What's at the top of your list?**

*[Insert PDF preview with Mixmax's interactive PDF feature.]*

**PS. This infographic is in your LinkedIn InMail as well.**

## PROPOSAL FOLLOW-UP EMAIL TEMPLATE

COURTESY OF THE MIXMAX TEAM



**Subject line:** Incredible meeting! Here's what's next...

Hey [Name],

Yesterday's meeting was awesome—thanks so much for sharing your team's challenges around [X and Y].

As discussed, here's how [product name] meets your requirements:

- **Challenge + solution #1**
- **Challenge + solution #2**

As a next step, I can set up custom onboarding for you and your team so you can explore features and functionality that are most beneficial to you ASAP.

**I will draft the proposal and send it your way by [date].**

Does that work for you?

Cheers,  
[Your name]

## RE-ENGAGEMENT EMAIL TEMPLATE

COURTESY OF JASON BAY FROM OUTBOUND SQUAD



**Subject line:** [name of project]

Hi [first name],

Our teams previously connected [timeframe] regarding the priority to [initiative].

[Quantified problem].

[Similar client] was in a similar situation and used our help to [achieve outcome].

Is this still a priority in [this year]? Or did you find a solution for this?

[Your Name]

## MEETING CONFIRMATION EMAIL TEMPLATE

COURTESY OF LESLIE VENETZ FROM THE SALES-LED GTM AGENCY



**Subject line:** Upcoming meeting

[Name],

I'm confirming our meeting on [day], [date], [time].

You told me that [priority 1] is top-of-mind for you.

During the meeting, I will make sure to share a few ideas to support your priority.

**Is that the most important priority for us to focus on during our call, or is there anything else you'd like me to come prepared to discuss?**

[Your name]

## POST-DEMO EMAIL TEMPLATE

COURTESY OF JASON BAY FROM OUTBOUND SQUAD



**Subject lines:**

- Follow Up – [your company] // [their company]
- [name of project or priority] – [your company] // [their company]

Hi [first name],

Great meeting you today. Looking forward to our next call on ###.

**Outcomes for our next call:**

- Align on [company name]'s key focuses:
  - Priorities: ###
  - Challenges: ###
  - Desired Outcomes: ###
  - Key Dates & Timelines: ###
- Share work we've done with similar sales orgs. including [social proof]
- Show how [our company] can support those initiatives and what an example program + pricing could look like

**Additional resources:**

- Case studies & success stories
- [insert helpful content]

Thank you,  
[your name]

## NO-SHOW EMAIL TEMPLATE

COURTESY OF THE MIXMAX TEAM



**Subject line:** Missed you 💔

Hi [Name],

Sorry you couldn't make our meeting earlier. No hard feelings—I know how crazy work/life can get and I've missed a meeting (or three) myself.

I'm dropping my availability below if you want to reschedule. And I'm sharing a case study with [hyperlinked customer name] that aligns with your particular use case.

They were able to [positive outcome] in just under [timeframe].

*[Slash command + "cal" → Mixmax's in-email calendar availability feature].*

**Demo (Take Two) Meeting with Rita from Mixmax**

Click or tap on a time to schedule instantly

Time zone: **EDT** [Change](#)

Mon, Jul 22	Tue, Jul 23	Thu, Jul 25
11:00 – 11:30a	11:00 – 11:30a	11:00 – 11:30a
12:00 – 12:30p	2:00 – 2:30p	12:00 – 12:30p

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Show me times I'm free

## CONTRACT SIGNATURE / COI EMAIL TEMPLATE

COURTESY OF JEN ALLEN-KNUTH, FOUNDER, DEMANDJEN



**Subject line:** [Action point] / [Objective] / [Outcome goal]

You've been an absolute hero working through contract review. I appreciate it's a gruelling process.

I was reflecting on the story you shared re: [cost of inaction].

If the team [proactive approach], the business would've reached [target/goal].

**Have you hit an unexpected roadblock that will affect our plan to [improved outcome]?**

[Name]

## CONTRACT RENEWAL FOLLOW-UP EMAIL TEMPLATE

COURTESY OF THE MIXMAX TEAM



**Subject line:** [Your Company] - Confirming your upcoming renewal

Hi [Name],

Checking in on my previous note. When you have a moment, please let me know where things stand with your [Your Company Name] renewal by **voting in the poll below**. If there is anything you would like to discuss, it would be great to connect live or via this email. Whatever works best for you.

*[Slash command + "poll" → Mixmax's in-email interactive poll feature.]*

Do you intend to renew?


☐ Yes - We're all set, please send the contract

☐ Yes - We're all set and need to connect on a few details

☐ Unsure - We're not sure and have some questions

☐ I'm not the right contact for the renewal

☐ No - We don't intend to renew

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As a reminder, if we don't hear back from you before the opt-out date, your contract will auto-renew.

Try out these customizable templates in Mixmax's sales engagement platform. Email templates are accessible directly in **Gmail & Outlook** inboxes.



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