

# 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 (available for Gmail users) or by copying and pasting.]*



## 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. Only available for Gmail users.]*

**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. Available for Gmail + Outlook users.)*

**Demo Take Two Meeting with Rita M.** [Show me times I'm free](#)

Click or tap on a time to schedule instantly

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

Mon, Mar 27	Tue, Mar 28	Thu, Mar 30
<a href="#">11:00 – 11:30a</a>	<a href="#">2:00 – 2:30p</a>	<a href="#">11:00 – 11:30a</a>
<a href="#">11:30a – 12:00p</a>	<a href="#">2:30 – 3:00p</a>	<a href="#">11:30a – 12:00p</a>

 NOT USING MIXMAX YET?

## 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. Only available for Gmail users.)*

**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.



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.

INSTALL MIXMAX FREE

