

POST-MEETING FOLLOW-UP EMAIL

Template

Subject Line: Great Speaking with You at [Reference event or call you're following up on]

Hi [contact name],

[Address the event you met them at and/or how great it was speaking with them (if cold calling).]

[Acknowledge or reference something they mentioned at the event or on the call that had you send them a follow-up email]

[Explain the selling proposition or next steps (if cold calling) required to move forward in the process]

[Initiate Call to Action]

Thank you,

[Name], [Title]

[Company]

[Email]

[Phone Number]

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Example Email

Subject Line: Great Meeting You at the Chamber Event

Hi Joe,

It was a pleasure to meet you at the Arlington Chamber of Commerce event last week. I hope you enjoyed the presentations and mingling as much as I did.

You mentioned you were looking for quotes for your upcoming insurance renewal. We produce competitive premiums thanks to our wide range of carrier partnerships, which offer plenty of flexibility and options.

Let me know if you are interested and I will arrange a brief meeting to discuss.

Thank you,

Cameron Eck, Producer

ABC Insurance Inc.

cam@abcinsurance.com

123-456-7890

[Schedule Appointment Button]