

# BEST EMAIL TEMPLATES TO WIN BACK LOST SALES LEADS

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*Amit Sharma*

**"DON'T ASSUME.  
UNDERSTAND THEIR REASONS  
AND YOU CAN WIN THEM BACK."**

Amit Sharma

## Authoritative Selling

Sales Consulting| Sales Training  
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# INTRODUCTION

Are you frustrated by winning fewer new clients lately while so many dead leads sit in your CRM?

These people had clearly wanted to get your Solution. They got in touch with you, after all. With some of them, you even had an intro call or meeting. But for some reason they never converted into new business.

Now, information about them sits idle in your CRM. And you are struggling to generate new leads elsewhere.

But did you know that you could revive those dead leads? Re-engage them, and convert them into clients?

Well, many of them, at least. But wouldn't that be enough to increase your sales without forcing you to look for more new leads constantly?

In this eBook, I'm going to show you how to do it. What's more, I'll give you 10 email templates you could use to revive the dead leads.

Intrigued? Let's not waste any more time then.

# LOST LEAD

What is a Lost Lead?

A lost lead is someone who has engaged with your company on a sales-level but has stopped responding to your messages since then.

They may have filled an inquiry form from your website or sent an email to your Sales Inbox. Or you've had first meeting or call, solution demo, proposal or Negotiation and then they stopped responding to you. But what's important is, that, in spite of your efforts, they have gone silent.

But here's something incredibly important about dead leads:

Such silence doesn't necessarily mean that you've lost the sale.

But to see it, we must discuss the reasons why leads suddenly stop engaging with you.

## WHY DISAPPEAR?

Sometimes leads go dark.

Suddenly, they stop responding to your emails.

But have you ever wondered why they disappear without a trace in the first place? You should.

Because finding out what was the reason for a lead going dark will help you assess your chances at reviving them.

For one, it will help you differentiate between those leads who have actually said no, from those who might have been too busy to respond.

## WHY DISAPPEAR?

There are Four possible scenarios for every lost lead in your CRM.

- Your response time may play a role in this too. According to Toister Performance Solutions, most customers expect a response within an hour (and 14.5%, within 15 minutes). (data via FastCompany)
- **Busy.** They're still interested in your product or service but are either too busy to take things further (or the project got stalled for whatever reason).
- **Not Interested.** They were interested. But for one reason or another, they decided to engage with your competitor instead. Reasons can be :
  - Product/Service is not a right match to their requirements
  - Your Price was Higher
  - Customer didn't fully confide in your company
  - Competition Offered better Deal

And so, as the first step in re-engaging lost leads, you need to find out why they've stopped responding to your emails.

Here's how.

# EXAMPLE USED

## DIGITAL MARKETING AGENCY

For Better Understanding of Templates, a common example of Digital Marketing Agency is used offering the following Services and Benefits to Customers:



Online Lead  
Generation  
Services



Online Brand  
Presence  
Services



# SUCCESS STORY

## PITCHING CUSTOMER

Hi {{Name}},

Thank you for your inquiry.

I tried contacting you over the Phone regarding your Brand Building and Lead Generation requirements but couldn't reach you.

[ Give Successful Customer Case Study]

One of our clients, GrowthValue, used our Online Lead Generation Services to grow Company's online presence.

Within 72 hours, they'd generated 500 leads at a 10 times lower cost than Newspaper Ads, Billboard Ads, Phamplets Distribution etc...

[Call to Action]

Want to know how they did it?

If you're free for a call tomorrow at {{give 2 possible times}}, we can discuss this further.

{{signature}}

# PITCHING CUSTOMER PAIN POINTS

Hi {{Name}},

Thank you for your inquiry.

I tried contacting you over the Phone regarding your Brand Building and Lead Generation requirements but couldn't reach you.

[Highlight the Pain Points First]

Are you spending too much money on Marketing & Advertising with limited results and you wish you could get more customer enquiries at lower cost?

[Value Proposition]

Congratulations. With Dishah, you can. Our Online Branding and Lead Generation Services will help you generate 10x more inquiries over Google, Social Media, Email at a 10x less cost.

[Offer more Value with Call to Action]

Are you free for a call tomorrow at {{give 2 possible times}} so I show you how we can go over your business marketing & investment goals in coming months and show you the plan to meet it?

{{signature}}

# PITCHING CONCERNS IN SURVEY STYLE

Hi Stacy,

I have tried reaching out a few times—although unsuccessfully—about [reason for reaching out]. I haven't heard back which means one of a few things:

[Potential Concerns in Survey Style]

1. You're not the right person at [X Company] to talk about such things.
2. You just haven't been able to find the time to respond, but have been meaning to.
3. You have taken a bunch of meetings in the past full of empty promises and overpriced solutions.
4. This just isn't an active initiative for you and you'd prefer that I reach out in a few months.

[Call to Action]

I'd consider it a personal favor if you'd so kindly let me know which of the above is true, or if there's something else that I neglected to mention.

By the way, if it's 2, 3, or 4, we should absolutely try to find a time to catch up.

- Your Name

# BENEFITS PITCHING

Hi [Contact Name],  
Thank you for your inquiry.

[Reason for Email]  
I tried contacting you over the Phone but couldn't reach you.

[Prospect Needs]  
I understand you are looking for Online Lead Generation and Brand Building Solution.

[Features with Benefits to Customers]

Our Services will ensure that you receive:

[Feature 1] 10x more Leads from Google at 30% less cost

[Feature 2] 20x more leads from Social Media at 50% less cost

[Feature 3] Online Brand Presence better than Competition

[Proposing Call to Action]

Let me know what you think. Next steps would be:  
Scheduling a 15 minutes Call to discuss your precise requirements and suggest a solution.

Best,  
[Your Name]

# PITCHING CUSTOMER OBJECTIVES

Hi [Name],  
Thank you for your inquiry.

I tried contacting you over the Phone but couldn't reach you.

I understand you are looking to [Your Solution Value Proposition] Grow your Online Presence by:

- [Recipient's objective 1] Getting on Number one Page of Google
- [Recipient's objective 2] Increase Social Media Presence over LinkedIn & Youtube

That is why I decided to contact you and show you [Solution Value Proposition] how we have been helping Customers like your double their online presence within 12 weeks. Check out the links here

[Customer Testimonials Text or Videos]

If you need any additional details, let me know, and I'd be happy to schedule a quick phone call so we can chat more about your needs.

I'm available [Date/time options] – which would work better for you?

Sincerely,

[Your name], [Your position] at [Company name]

# CURRENT SOLUTION PITCHING GAPS IN

Hi [Contact Name],

[Highlight Reason for Email]

You recently visited our website and filled the inquiry form. I tried contacting you over phone without any luck.

[Highlight Problem]

Did you inquire for our services to generate more customer inquiries? Or, are you looking for a cost-effective solution to [Increase online Brand Presence]?

[Highlight Current Gaps and Possible Gain]

I actually did some research on [Lead Company] and noticed your website has great opportunity to get -

- [Gain 1] 10x more customer inquiries from Google
- [Gain 2] 15X more customer inquiries from LinkedIn at just fraction of the current investments.

[Call to Action with Agreement]

Have you thought of doing this? If yes, drop me an email with your preferred time and I will contact you to showcase the current steps we can take to double our inquiries in next 4 weeks.

Best,

[Name]

# ACTIONABLE INSIGHT PITCHING

Hi [Contact Name],

I guess You at [Lead Company] have visited our website and [made an inquiry for Online Lead Generation & Brand Building Services].

[ Provide Actionable Insight & Showcase your Subject Matter Expertise]

So, I did some research on your business website and found some areas of opportunity for you that can immediately improve your online presence :

- [Activity 1] One idea I have is to register your business in GooglemyBusiness. Here you can find instructions on the same \_\_\_\_\_
- [Activity 2] Second Idea is add more pages to your website to improve Google Ranking. Here you can find instructions on the same \_\_\_\_\_

This will increase your online presence instantly.

[ Call to Action with Value Proposition]

Would you be interested in 5 more ideas that can instantly double your online presence and increase lead generation within 4 weeks? If Yes, please reply with your preferred time.

Hope to hear from you,  
[Name]

# SOLVING RESOURCES PITCHING PROBLEM

Hi [Name],

You recently made an inquiry through email. I thought I'd quickly check-in and ask if you found the resources that will help you double your Lead Generation and Online Brand Presence at 90% less cost?

I also have additional resources for you:

- [URL to resource 1]
- [URL to resource 2]

I've actually looked at your company and am happy to share how you compare to the industry benchmarks we've seen out there.

[Call to Action]

Do you want to talk tomorrow at [two times you're available]?

Best regards,  
[Name]



# SUCCESS STORIES PITCHING CUSTOMER

Hello [Prospect Name],

You recently visited our website and filled the inquiry form. I tried contacting you over phone without any luck.

I though you might want to first see how our Customers are feeling about using our services before moving forward with it. Here are some examples of work we've done for other customers:

Example 1

Example 2

Example 3

[Value Proposition]

As you can see from other customers' success, I believe that Better Online Presence can help your company generate 10x more inquiries and sales.

[Call to Action]

Next step would be to discuss how we can bring the same or better results to you. Please reply with you convenient time tomorrow.

Best,

[Your Name]

# DEVELOPMENTS PITCHING NEW

Hello [Prospect Name],

[Highlight Reason for Email]

Congratulation on planning to showcase your services at the following event - XYZ.

I though to wish you as well as inform you if you need any help with :

[Service 1] Promoting the Event online

[Service 2] Generating more Walk-ins to the Booth

[Value Proposition]

We promise to deliver Better Online Presence that can help your company generate 10x more inquiries and sales out of it.

[Call to Action]

Next step would be to discuss how we can bring the same or better results to you. Please reply with you convenient time tomorrow.

Best,

[Your Name]

# PITCHING PRODUCT DEMO

Hi [Name],

I guess you are busy with [Strong Reason] helping your team increase [Online Brand Presence].

I sent you some information about [product or service] a while ago and I thought this might be a good time to give you a practical demonstration.

[Pitch Product Demo]

I've created/attached a few guest logins/free samples/that you can use to access/sample [product or service].

[Call To Action]

I would really like to have 15 mins of a session with you & marketing team to showcase how to access/use the demo.

Are you available tomorrow at 10am?

[Signature]

# PITCHING COMPETITION COMPARISON

Hello [Customer Name],

Last time we spoke you had mentioned that you've been having difficulty with [Pain Point]. In addition to the insight I provided, regarding how you can gain,

[Solution Benefits]

- [Gain 1] 10x more customer inquiries from Google
- [Gain 2] 15X more customer inquiries from LinkedIn at just fraction of the current investments.

[Objection Handling]

I also wanted to share a quick comparison with other similar players that might be contacting you. If you wonder why are we 10% expensive. Here are top 3 reasons that matter to you and the results that you are expecting. More details comparison is attached.

[Reason 1].

[Reason 2]

[Reason 3]

If you will give me 15 minutes, I can show you the list of customers who have come from such competition to us and what has been the impact they observed with their business?

Are you available tomorrow at 10am for this?

Sub: {{First name}}, quick update from {{your company}}

Hi {{First Name}}

Hope all is well.

Last time we spoke you didn't take our solution. I guess its because our solution was not a good fit for your needs because of the reason:

[Missing Feature 1]

[Missing Feature 2]

The good news is that we now {{new feature which addresses their concern}}.

Based on our past conversations, I think we are in a better position to help you to {{achieve X by doing Y}}

Just reply 'Yes' and we will set up a trial account for you and your team.

Best,

**FEATURING UPGRADING MISSING**

# PITCHING DISCOUNT OR SPECIAL OFFER

Hi {{First Name}}

Hope all is well.

[Highlight Pain and Value Proposition]

Last time we spoke you didn't take our solution even though it was a great fit for solving your :

[Problem 1, 2 & 3]. And, delivering great results.

[Gain 1, 2 & 3]

[Pitch your Great Offer]

I suppose it can be you didn't find the pricing exciting. I spoke to my manager about this and guess what? He has approved a whopping 25% discount exclusively for you!

[Create Urgency & Call to Action]

However, this is a limited time deal and will expire in 3 days. So, please just reply 'Yes' if this interest you and I shall block it for you to get you started.

Sincerely,

[Your Signature]

[Contact Name],

I'm writing to follow up on my email and voicemail.

[Pitch No Further Followup]

We are in the process of closing files for the month.

Typically when I haven't heard back from someone it means they are either really busy or aren't interested. If you aren't interested, do I have your permission to close your file?

[Call to Action]

If you are still interested, what do you recommend as a next step?  
Thanks for your help.

[Signature]

[Pitch Final Offer]

P.S. We have reduced our price by 50%. Offer valid till tomorrow. If this interested you, please visit [here](#).

**NO FURTHER FOLLOWUP  
PITCHING -**

# OUR SERVICES



## Sales Improvement Training

Is Sales Team Struggling to Generate New Enquiries and Win Sales? Get 70% Sales conversion within 4 Weeks.

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[Enquire](#)



## New Sales Team Onboarding Training

Are you Hiring New Sales Team? Get them productive within 1 Month instead of 3 - 6 Months.

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[Enquire](#)



## Customer Retention and Accounts Growth Training

Is Sales Team struggling to Grow Accounts & Referrals? Get 40% more Revenue Per A/C in 4 weeks.

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[Enquire](#)



# SALES TRAINING PROGRAMS



Consultative & Virtual Selling



Value Proposition Selling



Sales Objections Handling



Sales & Business Communication



Product Demo & Presentation



USP & Competition Handling



Customer Centricity & Relationship



Negotiations & Closing



Key Account Management & PR



Networking & Referral Generation



Telecalling & Lead Generation



Payment Collection & CRM

# CUSTOMERS SPEAK



Syed, Director

The sales methodologies we have learned from Amit's Authoritative Selling Sales Training are pragmatic & priceless. After attending his course, my team is now able to convert leads from 20% to 80%.



Sreekumar, GM

It was extremely informative and helped us to open up the thought process that we had contained in Sales. Extremely positive response from my team was of the reflection of our acceptance and credibility with in the Sales and marketing.



Mohan. B, Ceo

Thank you Mr. Amit. Indeed we were so grateful to you for your navigation to Authoritative Selling. We have been successful in creating more leads & sales by practicing your methodology.

**THANK  
YOU**

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