

Scenario: Following Up on a Customer Who Hasn't Responded to a Previous Email

Objective: Politely nudge a customer who hasn't replied, making it easy for them to engage.

Best Practices for This Email:

1. **Acknowledge the lack of response** – Show understanding.
2. **Reiterate the value** – Remind them why it's worth their time.
3. **Use a soft close** – Make the next step frictionless.



Email Example: Follow-Up on No Response

Subject: *Still Interested? Let's Reconnect*

Hi [First Name],

I wanted to follow up on my last email regarding **[Feature/Topic]**, as I know schedules get busy.

I'd love to show you how **[Product Name]** can help **[specific benefit, e.g., streamline reporting and save time]**. Customers in your industry are already seeing great results with this, and I'd love for you to explore it too.

Would any of these times work for a quick call?



[Thursday, Jan 11 at 10 AM]



[Friday, Jan 12 at 2 PM]

Or feel free to book a time that fits your schedule here: **[Insert Calendar Link]**

If now isn't a great time, no worries—just let me know, and I'd be happy to circle back in a few weeks.

Looking forward to hearing your thoughts!

Best,
[Your Name]

Why This Works?

1. **Non-pushy reminder** → Acknowledges busyness while keeping the conversation open.
2. **Simple, direct CTA** → Offers time slots & a calendar link.
3. **Gives an easy exit** → Allows them to decline gracefully without feeling pressured.