

TAG LENDING GROUP



# How to Send a Follow-Up Email After No Response

# Introduction

Salespeople who spend creating at least one follow-up email after receiving no response receive a 27 percent response rate on average. Those that don't send one get a 16 percent response rate on average.

You don't want that 11-point difference to lose you a big contract or keep you from meeting your quota. In this piece, I'll show you how to send a follow-up email after receiving no response and closing that prospect.

In this ebook, we'll explore

- Why send a follow-up email even after you don't get a response?
- How to write a follow-up email even after you don't get a response?
- Second follow-up even after you don't get a response?
- Examples of a follow-up email even after you don't get a response?
- Templates for follow-up emails even after you don't get a response?



# 1 Why send a follow-up email even after you don't get a response?

It's simple: following up is crucial because it significantly boosts your chances of receiving a response.

How often has a deal gone off without a hitch only to fall apart abruptly? After a week, two weeks, and three weeks of silence, you're left wondering what went wrong and if there's any way to solve it.

You've probably sent previous follow-up emails or left voicemails in your prospect's inbox. Even if the situation appears hopeless, it's critical to keep following up after receiving no response.

According to research, adding just one more follow-up email can boost your average response rate by eleven percentage points. Those eleven percentage points may appear insignificant, yet they represent the difference between a yes and a no vote.

In general, follow-up emails receive a greater response rate. The first follow-up email had a 40% higher response rate compared to the first email. For example, if your initial email received a 5% average response rate, your follow-up email will have a 7% average response rate.

So don't ever neglect to follow up Because it could cost you a closed deal.

# START WITH WHY



## When to Follow?

Not a week-long, and not on the same date to avoid appearing desperate. Send two to three emails in your sequence, and remember: never send a breakup email. Instead, leave the conversation open and return to it at a later date.

# 2 How to write a follow-up email even after you don't get a response?

Several factors influence a prospect's decision to ignore your email. It may not have been the right time; they may have noticed it but failed to respond; your email may have gone buried in their inbox; they may not be interested right now, but they will be later if you stay in touch.

When sending a follow-up email after receiving no answer, follow these guidelines:

## 1. Examine your initial effort to see if you included a close.

- Closing isn't only about whether or not they'll sign the contract. A close should be included in every communication with a prospect, from the initial outreach to the final paperwork. Every time you contact your prospect, whether for another five minutes of their time, a demo, or a discovery call, you should have a purpose and a call-to-action.
- Instead of making an uncertain statement like, "I believe I can help you; I hope we can hook up soon," give your prospect a chance to answer. Include solid questions like "Are you available for a demo on Friday?" or "Can you return all feedback on the initial proposal by Tuesday?" and offer your prospect a specific request to react to.

## 2. Refrain from sending your first email again.

- Never copy and paste the original email or forward it. It may appear to be empowering, but all it accomplishes is to message your prospect that you're making them feel bad for not responding. This exposes your emails to being filtered as spam or completely blocked from a practical sense.
- Treat each follow-up email as if it were a new one. Experiment with different subject lines, greetings, and calls to action. You never know what may eventually compel your prospect to respond, so why limit yourself to a single email thread that now contains nine outmoded messages?



### 3. Don't follow up too quickly.

- Persistence without understanding why the prospect isn't reacting isn't a good idea. You're not giving them enough time to answer if you merely follow up with them a day or two after the initial outreach email.
- Worse, it tells your prospect that you aren't as busy as you claim — and no one wants to engage with a desperate salesperson. Between your first and second follow-up attempts, wait at least three days. Then, and only then, should you increase the frequency of your outreach?

### 4. Write a truthful subject line.

- Don't try to persuade your prospect to open and respond to your emails out of bewilderment. Maintain a positive, straightforward, and concise tone in your subject lines. Consider something like this:
  - *“Bumping this in your inbox”*: This lets them know that you’ve sent an email before, and are sending another message in case they missed the first message.
  - *“Resources list for [business name]”*: Another great option that makes your prospect curious about what they might find inside.
  - *“Following up after the demo last week”*: An easy choice if you’ve already carried out a demo with the prospect.

### 5. Avoid being passive-aggressive in your first few sentences.

- If you've reached out a few times and haven't received a response, keep your tone positive.
- If you're unsure, assume positive intent. "Wanted to touch base on this," or "Just wanted to bump this email to the top of your inbox," discreetly accept your prospect is busy and could need a slight shove to get things moving again.

Helpful tips



## 6. Start the message with a reminder of your last touchpoint.

- Simple, basic reminders that make you appear friendly and eager to deliver more value are an excellent place to start. The opener should likewise be brief, reminding your prospect of the call-to-action you provided in your prior communication. Some instances are as follows:

- *"I hope you're doing well." Have you read the [articles, materials, and links] I sent you last week?"*
- *"I hope you're having a wonderful week so far. Have you had a chance to read the contract I sent you on [date]?"*
- *"So far, I hope you've enjoyed the product samples. Last week, I sent you an email to get your temperature on the samples, and I'm moving this to the top of your inbox."*

## 7. Keep the email's body as brief as feasible.

- A follow-up email should include only a few bullet points or paragraphs. Remember, your prospect has already received your first email, so keep it to no more than 2-3 paragraphs. Your second email should complement the first, not an overload of material that will make it difficult for your prospect to respond.
- The body of your follow-up email should include the following:
  - Increase the prospect's value.
  - Make it apparent to the prospect how working with you will benefit them.
  - Make it impossible not to respond to your call to action.
  - Let's talk about calls-to-action on that note.

## 8. In the end, include a call to action.

- Your prospect should never leave one of your emails without understanding what they should do next. You're more likely to receive what you want if you tell them what you want. Is there a specific question you'd like them to respond to? Give me more information about their business? Can you direct me to the appropriate person who can handle the situation?
- One thing to keep in mind: the call-to-action in your second email should never be the same as the one in your first. Your prospect has probably already seen the first email, and the call-to-action may have been too much for them. Adjust your closing to increase your chances of getting a response.



# 3 Second follow-up email even after you don't get a response.

You must consider **time** before sending a second follow-up email after receiving no answer. Wait **three days** before contacting them again, and send a new message each time. Finally, provide a **call to action** that explains what you want your prospect to do next.

## HOW TO SEND A SECOND FOLLOW-UP EMAIL AFTER NO RESPONSE?

### 1. Adjust your close every time you don't get a response.

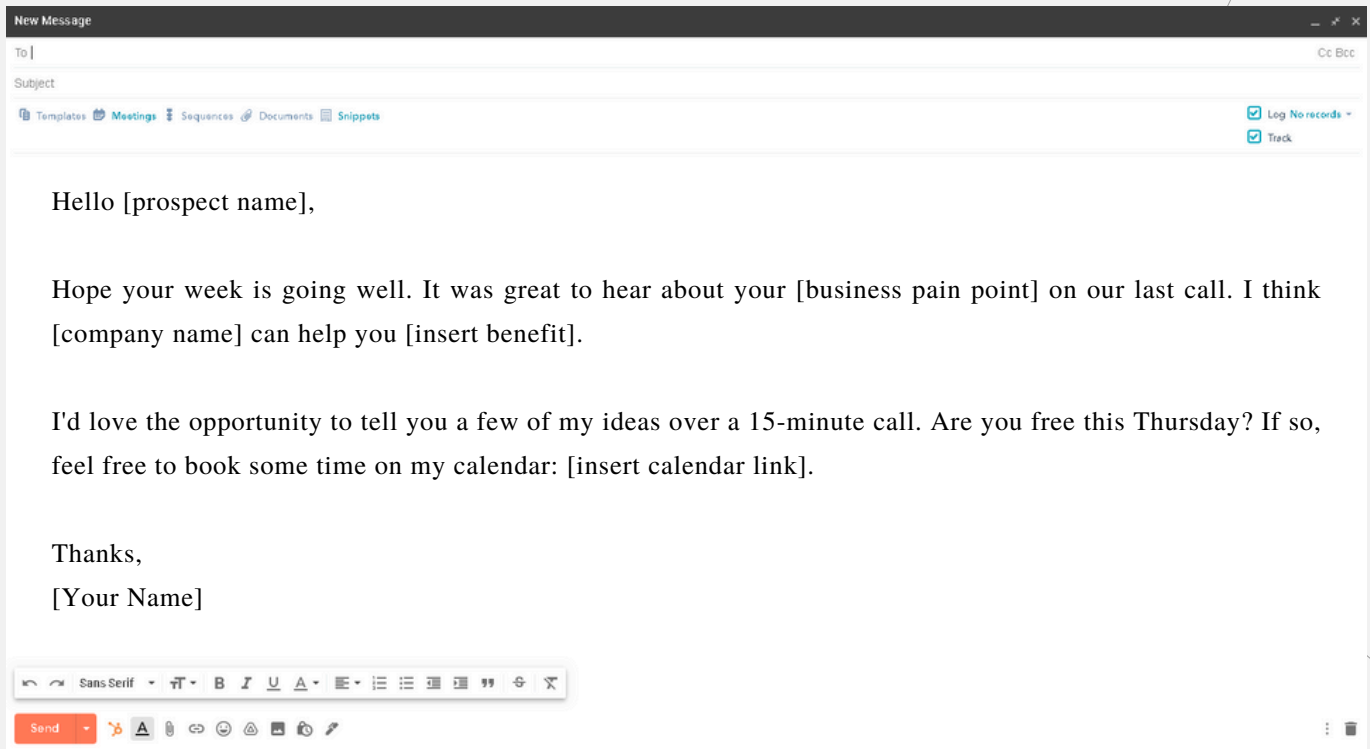
- If you need to follow up a second time and still don't get a response, you may be using the wrong call to action.
- If your initial follow-up email requested a meeting, your second email might instead request a recommendation. If you still don't hear back, send a third email asking for more general information. "I'm trying to navigate your organization right now," you could say. "Where's the best place for me to learn more about Team X and Project Y?"
- Prospects find it easier to answer personal inquiries about themselves at times. It reminds people that you're a person, not a salesperson. Return the conversation to business once you've received a response to your Topgolf query.

### 2. Don't send a breakup email.

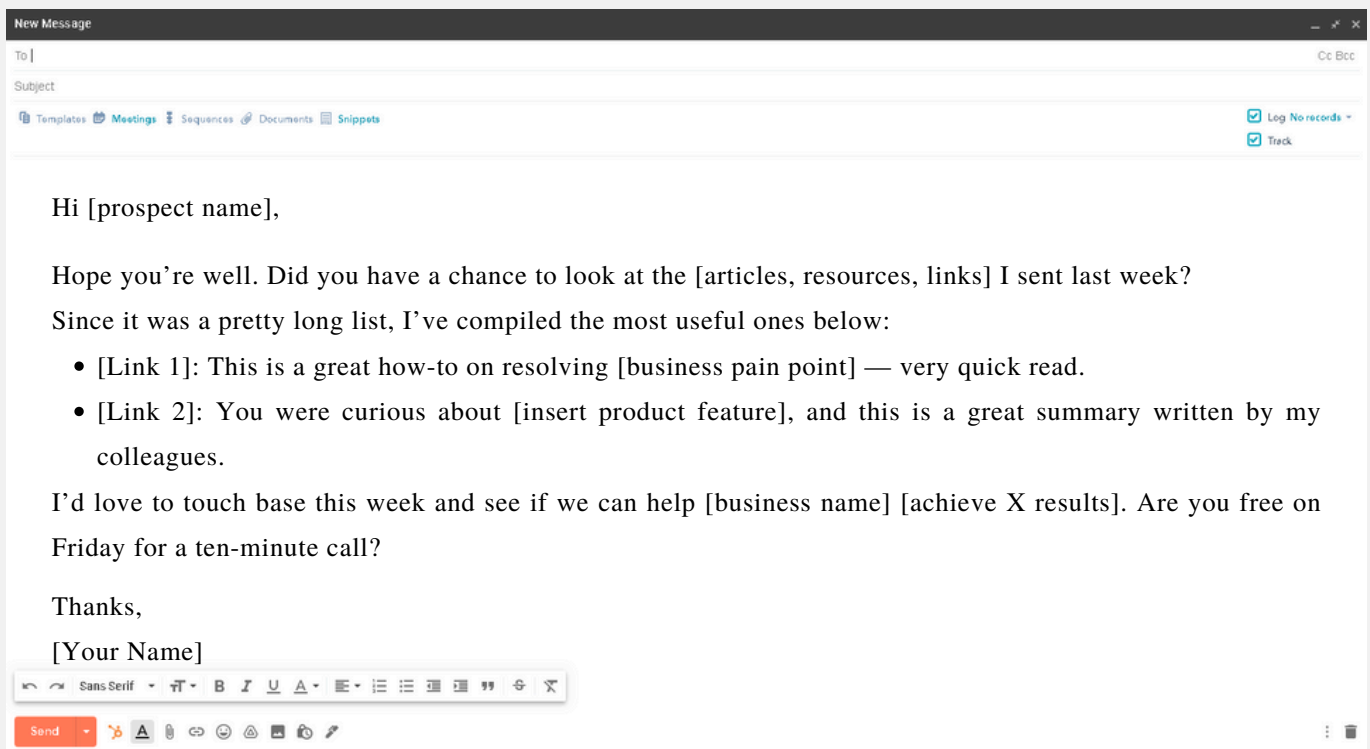
- Sending a breakup email is never a good idea. Stop sending prospect emails if you've tried these measures. Remove yourself from the situation, wait a few months, and return.
- You've kept yourself in a position of authority by not saying anything and reaching out again after a few months have passed. You've avoided passive-aggressively blaming your prospect for not replying. "I hope you had a nice summer! I know many people are focused on [benefit your product/service delivers] heading into the fall months. Is this a priority for your organization right now?" follow up with a cheerful, "I hope you had a great summer!"



# 4 Examples of a follow-up email even after you don't get a response.

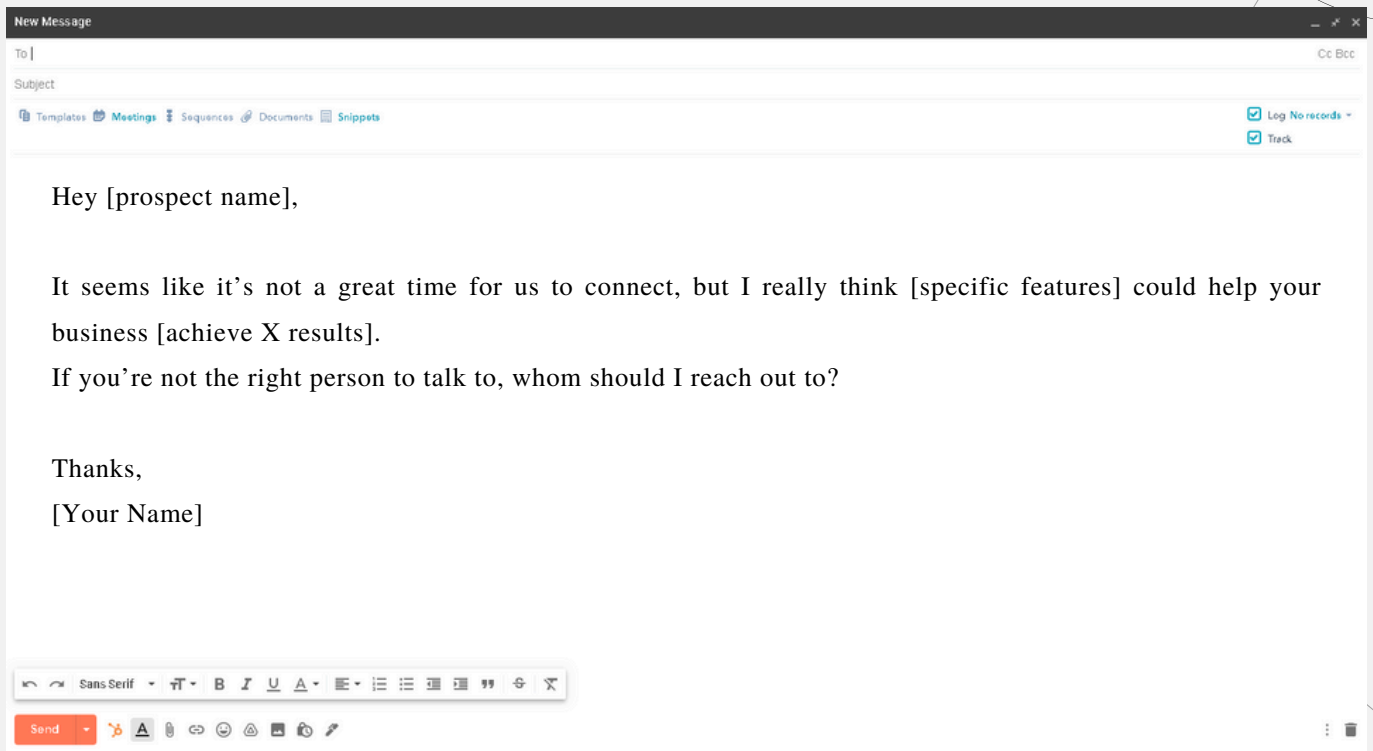


## FOLLOWING UP AFTER SENDING RESOURCES:

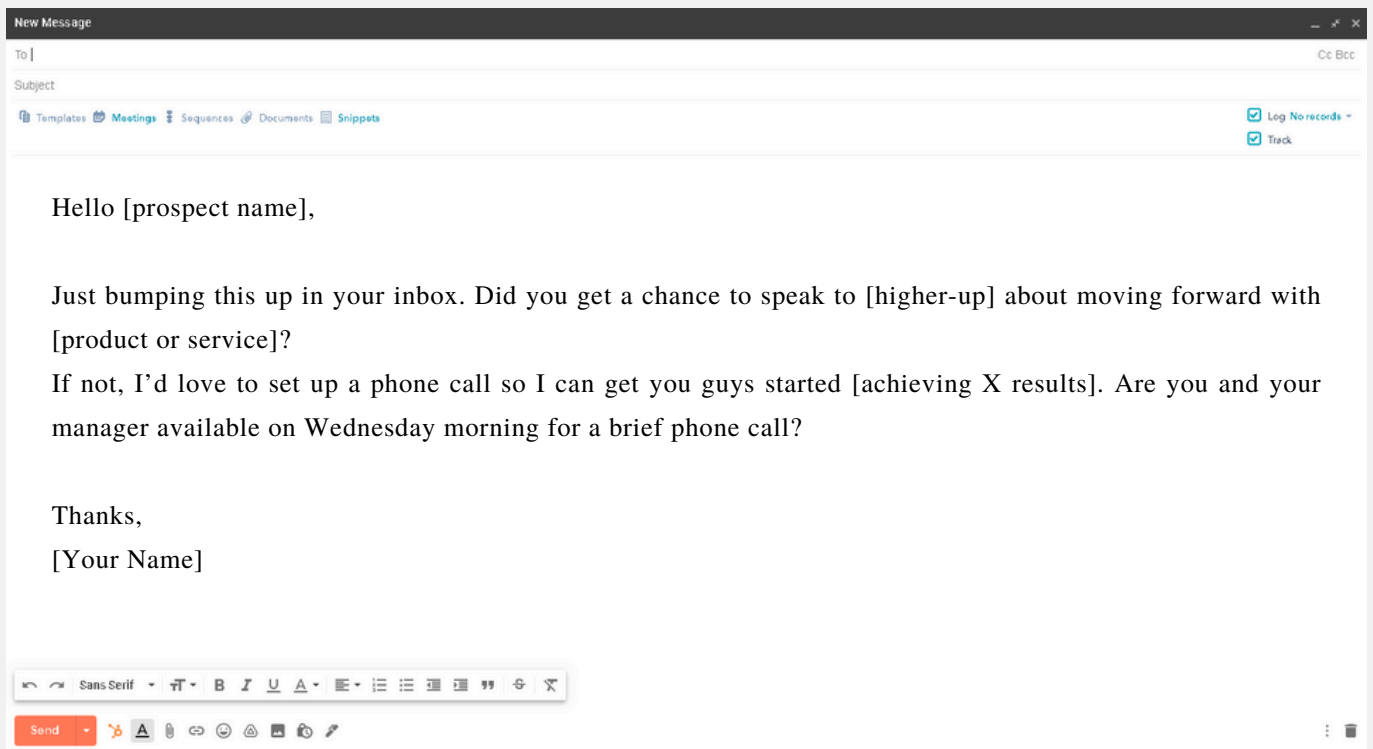




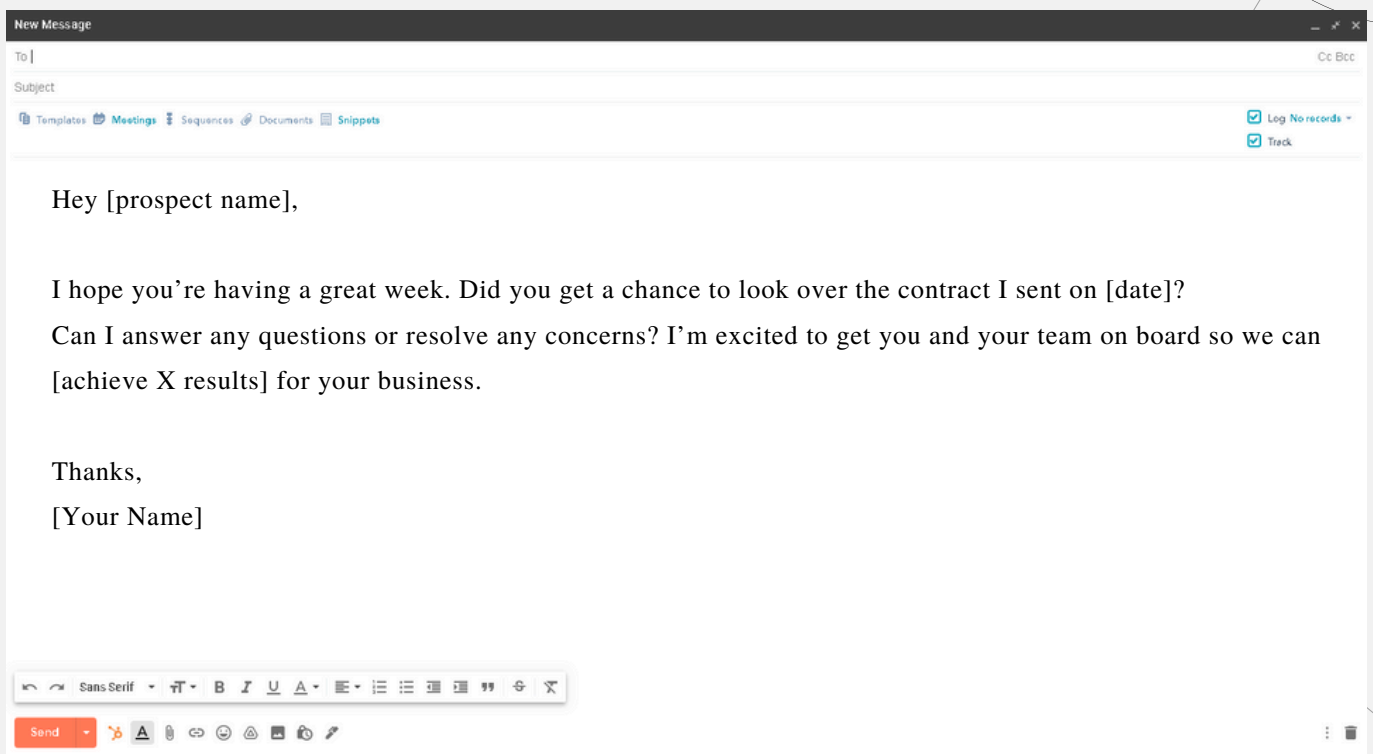
## FOLLOWING UP AFTER A MISSED CALL:



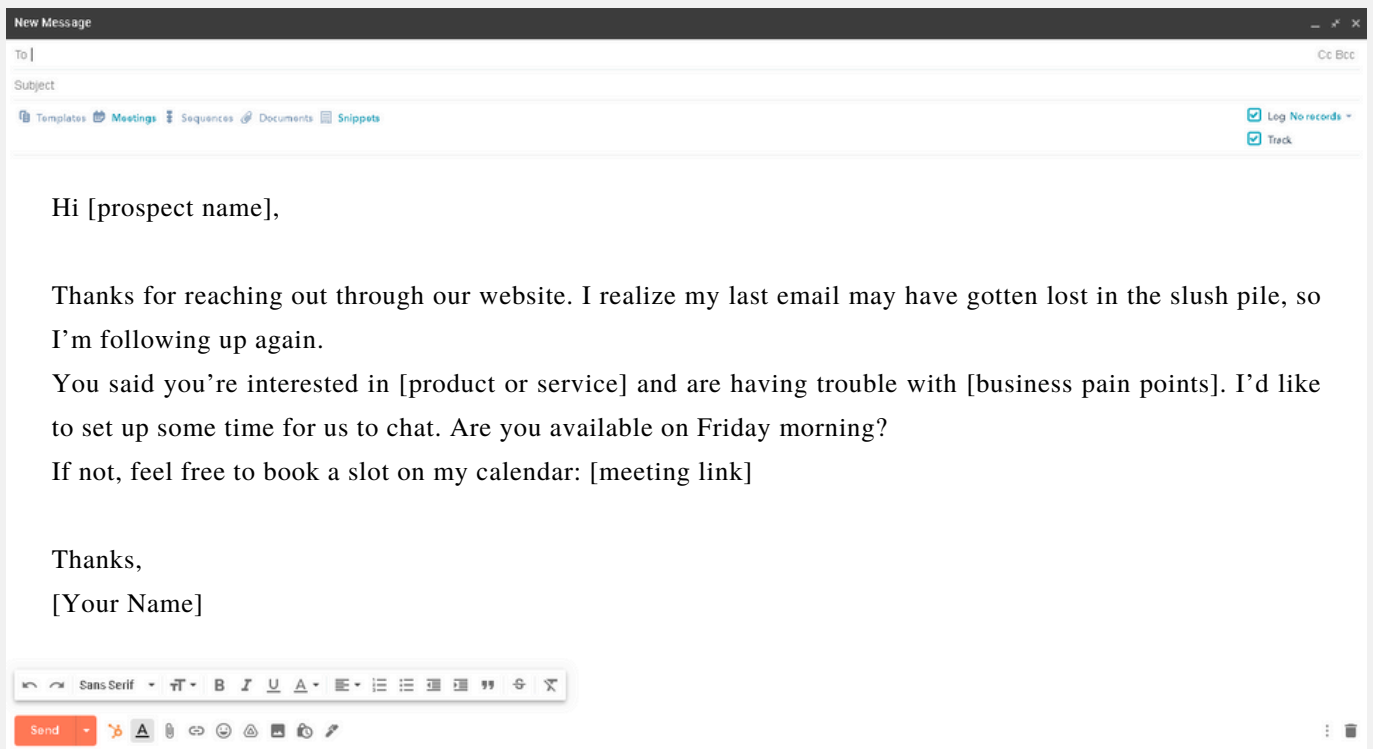
## FOLLOWING UP AFTER DEMO:



## FOLLOWING UP AFTER SENDING A CONTRACT:



## FOLLOWING UP AFTER THEY SUBMITTED A SALES INQUIRY:



## FOLLOWING UP AFTER YOU CONNECTED ON SOCIAL MEDIA:

New Message

To | Cc Bcc

Subject

Templates Meetings Sequences Documents Snippets Log No records Track

Hey [prospect name],

It was great to connect with you on [social media platform] last week. I'm touching base again with a few resources that I think would be helpful as your business tries to [achieve X result].

- [Link 1]
- [Link 2]
- [Link 3]

If this isn't a good time for us to connect, I'd love for us to stay in contact. Submit this form [link] so you can be the first to learn about our product updates straight from me. I'll be looking out for your submission.

Thanks,

[Your Name]

Sans Serif B I U A

Send

## FOLLOWING UP AFTER THEY DON'T RENEW THEIR CONTRACT:

New Message

To | Cc Bcc

Subject

Templates Meetings Sequences Documents Snippets Log No records Track

Hey [prospect name],

It's [your name] from [your company name]. Hope you're having a great week.

Did you receive my email about your contract being up for renewal? Just in case, I'm bumping this up in your inbox.

Your contract's renewal date was on [date], and the grace period is about to end.

I'd love to talk about alternative options. Are you available on Thursday morning for a fifteen-minute call?

Thanks,

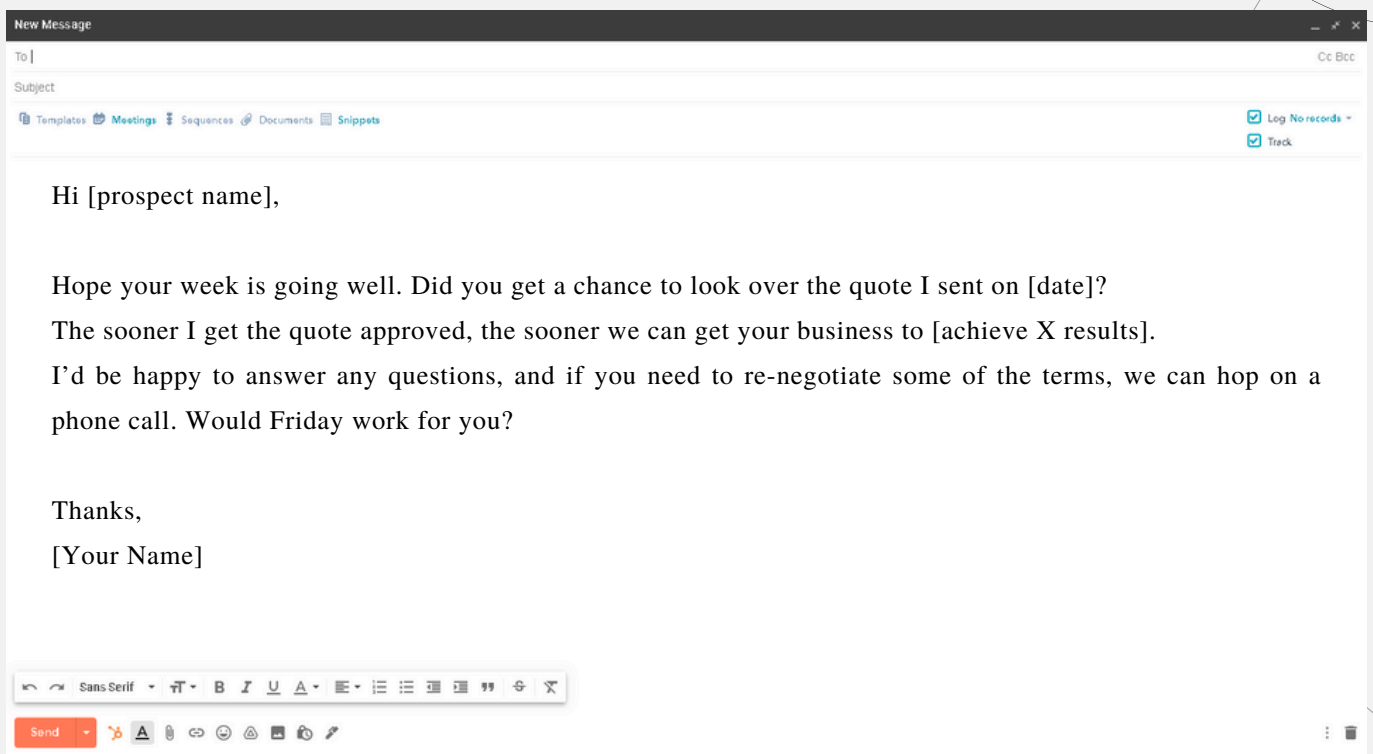
[Your Name]

Sans Serif B I U A

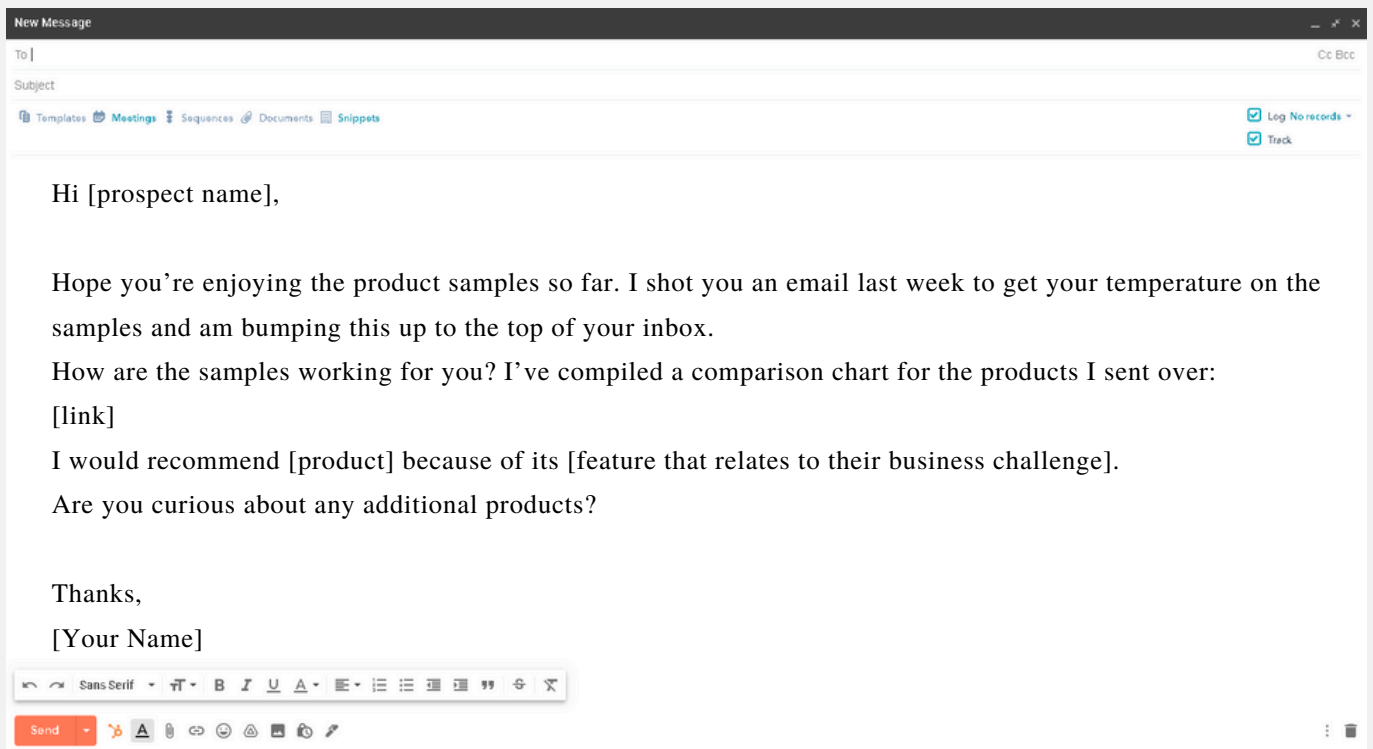
Send



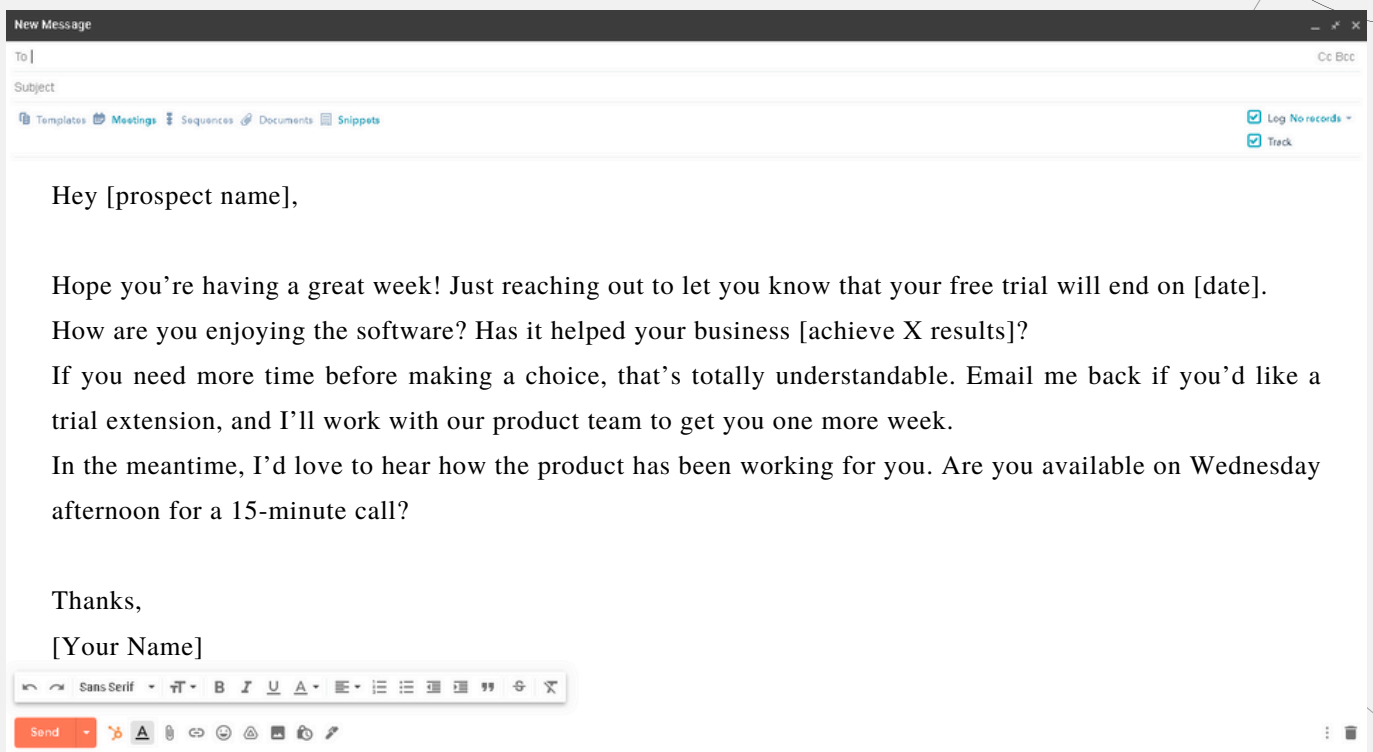
## FOLLOWING UP AFTER SENDING A QUOTE:



## FOLLOWING UP AFTER SENDING PRODUCT SAMPLES:



## FOLLOWING UP AFTER A FREE TRIAL:



### **NOTE: Always Send a Follow-Up Email After No Response**

Salespeople put in long hours, and receiving responses to our emails makes us feel successful. We don't want to send too many follow-up emails, but they are necessary for moving the conversation toward a closed-won deal. Try out a few of these strategies in your follow-up outreach and see how they affect your response rates.

# Thank You!

