

B2B Lead Nurturing Email Script

SUBJECT LINE

| *[Your Company Name] & [Their Company Name]: Next Steps for Collaboration*

GREETING

| *Hi [FirstName],*

INTRODUCTION

| *Thankyou for taking the time to connect with us. I wanted to follow up on our recent conversation regarding [topic/product/service].*

BODY

| *Based on what you shared about [Their Company Name]'s current goals and challenges, I believe our solution could help you achieve [specific benefit].*

| *Here are a few resources that might be helpful as you consider your options:*

| *â€" [Link to Case Study]*

| *â€" [Link to Product Overview]*

| *â€" [FAQ or Other Resource]*

| *If you have any questions or would like a personalized demo, let me know and I'd be happy to arrange it.*

CALL TO ACTION

| *Do you have 15 minutes this week to discuss your needs further? Please let me know what works for you!*

SIGNATURE

| *Best regards,
[Your Name]
[Your Title]
[Your Company Name]
[Phone Number]
[Email Address]*