Templates

**Assessment Template – Digital Ups Specialist**

Hello {{contact\_first\_name}},

Thank you so much for stopping by our website! My name is {{salesperson\_first\_name}}, and I saw that you had an opportunity to check out the \_<type of assessment>\_\_\_ Assessment! You were matched up with the \_\_<style output>\_\_\_ style. We have so many \_\_\_<product type>\_\_\_\_\_ options that meet that style and many others in store. I thought you might want to take a look at a few:

(Insert Options that Match that Style)

I would love to have you stop by the store in the next few days. We actually offer a VIP Experience to a select group of our current and prospective customers that includes <VIP details here>. I would love to sign you up for one of these coveted spots. Would you be available on <Date> at <Time>? I am sure we can help you find what you are looking for – and might have a few other surprises in store, as well!

If there are any other questions I can answer about your assessment results or about our store, in general, please do not hesitate to reach out.

Thanks again,

{{salesperson\_first\_name}} {{salesperson\_last\_name}}

{{salesperson\_email}}

{{location\_phone}}

{{location\_address\_1}}

{{location\_city}}, {{location\_state}} {{location\_postal\_code}}

**No “fill in the blanks”: Assessment Template – Digital Ups Specialist**

Hello {{contact\_first\_name}},

Thank you so much for stopping by our website! My name is {{salesperson\_first\_name}} {{salesperson\_last\_name}}, and I wanted to introduce myself and see if there are any questions I can assist in answering for you.

We have so many options to meet your needs and style – and, hopefully, you got a chance to see a few things you like online.

If you are open to it, I would love to have you stop by the store in the next few days. We actually offer a VIP Experience to a select group of our current and prospective customers – and, I would love to sign you up for one of these coveted spots. I am sure we can help you find what you are looking for – and might have a few other surprises in store, as well! What would be the best day and time for you to stop by?

If there are any other questions I can answer about your assessment results or about our store, in general, please do not hesitate to reach out.

Thanks again,

{{salesperson\_first\_name}} {{salesperson\_last\_name}}

{{salesperson\_email}}

{{location\_phone}}

{{location\_address\_1}}

{{location\_city}}, {{location\_state}} {{location\_postal\_code}}

**Assessment Template – Leads Specialist**

Hello {{contact\_first\_name}},

Thank you so much for stopping by our website! My name is {{salesperson\_first\_name}}, and I saw that you had an opportunity to check out the <type of assessment> Assessment! You were matched up with the <style output> style. We love knowing more about our customers – do you think that style was a good fit for what you normally purchase for your home?

A few other things I was wondering … Did anything online especially catch your eye? What room(s) are you looking to furnish?

If there are any other questions I can answer about your assessment results or about our store, in general, please do not hesitate to reach out.

Thanks again,

{{salesperson\_first\_name}} {{salesperson\_last\_name}}

{{salesperson\_email}}

{{location\_phone}}

{{location\_address\_1}}

{{location\_city}}, {{location\_state}} {{location\_postal\_code}}

**No “fill in the blanks”: Assessment Template – Leads Specialist**

Hello {{contact\_first\_name}},

Thank you so much for stopping by our website! My name is {{salesperson\_first\_name}} {{salesperson\_last\_name}}, and I saw that you had an opportunity to check out our Assessment online!

We love knowing more about our customers – do you think that style was a good fit for what you normally purchase for your home? Or, did anything online especially catch your eye?

If there are any other questions I can answer about your assessment results or about our store, in general, please do not hesitate to reach out.

Thanks again,

{{salesperson\_first\_name}} {{salesperson\_last\_name}}

{{salesperson\_email}}

{{location\_phone}}

{{location\_address\_1}}

{{location\_city}}, {{location\_state}} {{location\_postal\_code}}

**Check for Special Offer Template**

Hello {{contact\_first\_name}},

My name is {{salesperson\_first\_name}}, and I noticed you looked for a special offer on (Insert Product of Interest) and wanted to see if you had any additional questions? Most folks are trying to figure out when to buy to get the best price, especially when it comes to bigger ticket items. Rest assured, I want you to love what you get, as well as the price you get it for!

What room are you looking to put the Product of Interest in? Are you redesigning or replacing?

Let me know how I can help.

Thanks,

{{salesperson\_first\_name}} {{salesperson\_last\_name}}

{{salesperson\_email}}

{{location\_phone}}

{{location\_address\_1}}

{{location\_city}}, {{location\_state}} {{location\_postal\_code}}

**No “Fill in the Blanks”: Check for Special Offer Template**

Hello {{contact\_first\_name}},

My name is {{salesperson\_first\_name}} {{salesperson\_last\_name}}, and I noticed you looked for a special offer online and wanted to see if you had any additional questions? Most folks are trying to figure out when to buy to get the best price, especially when it comes to bigger ticket items. Rest assured, I want you to love what you get, as well as the price you get it for!

What room are you working on right now? Are you redesigning or replacing?

Let me know how I can help.

Thanks,

{{salesperson\_first\_name}} {{salesperson\_last\_name}}

{{salesperson\_email}}

{{location\_phone}}

{{location\_address\_1}}

{{location\_city}}, {{location\_state}} {{location\_postal\_code}}

**Follow-up Email**

Hello {{contact\_first\_name}},

I just wanted to follow up on our last <email or call or text> and see how things were going for you. <Add any notes here personalized to that interaction>

As you continue your search, I would love to have you stop by the store in the next few days. We offer a VIP Experience to a select group of our current and prospective customers that includes <VIP details here> I would love to sign you up for one of these coveted spots. Would you be available on <Date> at <Time>? I am sure I can help you find what you are looking for – and might have a few other surprises in store, as well!

Let me know if this time works, or if we should find another opening for you.

Talk to you soon,

{{salesperson\_first\_name}} {{salesperson\_last\_name}}

{{salesperson\_email}}

{{location\_phone}}

{{location\_address\_1}}

{{location\_city}}, {{location\_state}} {{location\_postal\_code}}

**No “fill in the blanks”: Follow-up Email**

Hello {{contact\_first\_name}},

I just wanted to follow up and see how things were going for you. <Add any notes here personalized to that interaction>

As you continue your search, I would love to have you stop by the store in the next few days. We actually offer a VIP Experience to a select group of our current and prospective customers – and, I would love to sign you up for one of these coveted spots. I am sure we can help you find what you are looking for – and might have a few other surprises in store, as well! What would be the best day and time for you to stop by?

Talk to you soon,

{{salesperson\_first\_name}} {{salesperson\_last\_name}}

{{salesperson\_email}}

{{location\_phone}}

{{location\_address\_1}}

{{location\_city}}, {{location\_state}} {{location\_postal\_code}}

**New Customer Welcome, Only – Email**

Hello {{contact\_first\_name}},

I just wanted to follow up and say “thanks!” for stopping by our website. I noticed you were shopping our <furniture type> collection. <Add any notes here personalized to that interaction>

As you continue your search, I would love to have you stop by the store in the next few days. We offer a VIP Experience to a select group of our current and prospective customers that includes <VIP details here>. I would love to sign you up for one of these coveted spots. Would you be available on <Date> at <Time>? I am sure I can help you find what you are looking for – and might have a few other surprises in store, as well!

Let me know if this time works, or if we should find another opening for you.

Talk to you soon,

{{salesperson\_first\_name}} {{salesperson\_last\_name}}

{{salesperson\_email}}

{{location\_phone}}

{{location\_address\_1}}

{{location\_city}}, {{location\_state}} {{location\_postal\_code}}

**No fill in the blanks:** **New Customer Welcome, Only – Email**

Hello {{contact\_first\_name}},

I just wanted to follow up and say “thanks!” for stopping by our website. We know your time is valuable, so if there are any questions I can help answer, please let me know.

As you continue your search, I would love to have you stop by the store in the next few days. We actually offer a VIP Experience to a select group of our current and prospective customers – and, I would love to sign you up for one of these coveted spots. I am sure we can help you find what you are looking for – and might have a few other surprises in store, as well! What would be the best day and time for you to stop by?

Talk to you soon,

{{salesperson\_first\_name}} {{salesperson\_last\_name}}

{{salesperson\_email}}

{{location\_phone}}

{{location\_address\_1}}

{{location\_city}}, {{location\_state}} {{location\_postal\_code}}

**Post-Purchase – Email**

Hello {{contact\_first\_name}},

I just wanted to follow up and say how much we appreciate you and your business.

We don’t ever want to take our customers for granted – we know you have a lot of options when it comes to making a purchase, and we are so thankful you chose us!

I hope you enjoy your new <add product(s) purchased, here>! Don’t hesitate to reach out if you have any additional questions, concerns or feedback!

Thanks so much,

{{salesperson\_first\_name}} {{salesperson\_last\_name}}

{{salesperson\_email}}

{{location\_phone}}

{{location\_address\_1}}

{{location\_city}}, {{location\_state}} {{location\_postal\_code}}

**No fill in the blanks:** **Post-Purchase – Email**

Hello {{contact\_first\_name}},

I just wanted to follow up and say how much we appreciate you and your business.

We don’t ever want to take our customers for granted – we know you have a lot of options when it comes to making a purchase, and we are so thankful you chose us!

I hope you enjoy the new additions to your home!

Don’t hesitate to reach out if you have any additional questions, concerns or feedback!

Thanks so much,

{{salesperson\_first\_name}} {{salesperson\_last\_name}}

{{salesperson\_email}}

{{location\_phone}}

{{location\_address\_1}}

{{location\_city}}, {{location\_state}} {{location\_postal\_code}}