



Unsold Lead Follow-Up Letter Template

The Unsold Lead Follow-Up Letter template is designed to help you convert more unsold leads into a customer. You can use this in letter or email format.

Feel free to use this template in your business... it's on the next page. Simply highlight the text, copy, and then paste into your email program or word processor.

This is just one of many templates in MarketSharp. The following home improvement specific templates are loaded into MarketSharp and ready to use.

- 117 postcard templates – jobsite marketing, home show invitations, home show follow-up, open house invitation, pre-appointment reminder, unsold lead follow up, thank you note, referral program, future interest, etc.
- 99 sales letter templates – i.e. jobsite marketing, home show invitations, home show follow-up, open house invitation, pre-appointment reminder, unsold lead follow up, thank you note, referral program, future interest, post job survey, lead paint documentation, lien waiver, collections, etc.
- 26 forms – lead sheet, measure sheet, closing sheet, company info, project summary, balance due, completion certificate, job cost, referral card, telemarketing release form, etc.
- 8 list report templates – phone call list, appointment list, lead paint audit, customer list, etc.
- 46 email templates – newsletter, appointment reminder, upcoming home show, check out Houzz, event notices, open house, Home Advisor rating, annual inspection, past customer sale, testimonial request, referral solicitation, online review request, project completion thank you, post appointment thank you, etc.
- 27 report templates – lead cost, closing ratios, DNC audit, call center, canvasser performance, lead setter performance, telemarketer performance, promoter performance, confirmation performance, lead source summary, job cost, production, commission, demographics, install volume, payments, balance due, sales, product, service, etc.

Here's the GOOD NEWS... MarketSharp can automate your marketing and grow your sales.

A 5-minute phone call is the best way to see if this is for real. You'll see how over 3,200 other remodelers across the U.S. and Canada are using this system to grow their business.

**If you'd like to automate your marketing and grow your sales,
call 1-800-335-4254 ext. 1 for a 5-minute discovery session.**

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«Date»

«Contact.First_Name» «Contact.Last_Name»
«Contact.Address»
«Contact.City», «Contact.State» «Contact.Zip»

Dear «Contact.First_Name»,

A while back we had the chance to meet and discuss the possibility of a professionally installed home improvement for your home. I'm sure you could see the benefits our products offer -- no maintenance, beauty, easy cleaning, energy efficient, etc. To sum up the benefits, **they just make life easier!**

I'm sure you had a good reason as to why you decided not to go ahead with our proposal at that time. Maybe the timing just wasn't right. Well, the reason for this letter is to let you know that, if the current timing is better, now may be the time to act! Our prices are going up soon so you may never get a better price on your project.

«Contact.First_Name», we'd like to thank you again for your interest in our products and feel free to give us a call if you are still considering your home improvement project.

Sincerely,

«Appointment.Salespersons»

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October 17, 2014

Stephen Aagard
106 Fairview Dr
Forest City, IA 50436

Dear Stephen,

A while back we had the chance to meet and discuss the possibility of a professionally installed home improvement for your home. I'm sure you could see the benefits our products offer -- no maintenance, beauty, easy cleaning, energy efficient, etc. To sum up the benefits, **they just make life easier!**

I'm sure you had a good reason as to why you decided not to go ahead with our proposal at that time. Maybe the timing just wasn't right. Well, the reason for this letter is to let you know that, if the current timing is better, now may be the time to act! Our prices are going up soon so you may never get a better price on your project.

Stephen, we'd like to thank you again for your interest in our products and feel free to give us a call if you are still considering your home improvement project.

Sincerely,

Jack Smith

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