

## **Email Templates**

### **General Product Inquiry Email**

Hi [customer first name]!

I'm happy to help you out today. The [XYZ] is a great piece of equipment – we love it and have a lot of customers that are happy with that choice as well. As our pricing can change occasionally, I'm going to direct you to the web page for that particular item to get the most up to date pricing. It can be found here: [if possible, include link to specific product, not just the main site]. This includes postage to most capital cities and metro areas except Darwin and Hobart.

You also asked about colour choices. We currently have [XYZ] available in [list colours], but if you are looking for something not listed, let me know and I'll see what I can find for you!

I also want to make sure that you're getting the very best piece of equipment for your exact situation. There might be a better component for you, or a brand that fits your needs better. What other pieces will you be putting together with the [product type] to complete your system [customer name]? What prompted you to choose [brand's] [product type] instead of another brand?

We'd love to get you the best [product type] for your needs at the very best price. Let me know if you'd like to come in to our store at Camp Hill to purchase your [product type], or if we can ship it to you. If you prefer shipping, let me know what postcode you're in and I'll work up the shipping costs for you.

I'd love to talk about these [product type-plural] with you over the phone anytime. Give me a call at 13 0030 8711 or 07 3823 1111 and ask for me ([sales rep name]). I look forward to hearing from you and helping you get everything set up!

Sincerely,  
[sales rep first name]

### **Item Not In Stock**

Hi [customer first name]!

I'm happy to help you out today. The [XYZ] is a model that we don't generally carry for several reasons, which may include reliability, value for the money, or simply because we believe we have found a better alternative. [If you know the exact reason you don't carry that model, be even more specific instead of the general answer given above.] All our products are high quality pieces that we are proud to stand behind.

I'd love to find a great [product type] from our extensive selection that would fit your needs perfectly, and want to make sure that you're getting the very best piece of equipment for your situation. What did you like about the XYZ [customer name]? What other pieces will you be putting together with the [product type] to complete your system?

We'd love to get you the best [product type] for your needs at the very best price. Let me know if you'd like to come in to our store at Camp Hill to purchase your [product type], or if we can ship it to you. If you prefer shipping, let me know what postcode you're in and I'll work up the shipping costs for you.

I'd love to talk about these [product type-plural] with you over the phone anytime. Give me a call at 13 0030 8711 or 07 3823 1111 and ask for me ([sales rep name]). I look forward to hearing from you and helping you get everything set up!

Sincerely,  
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