

Post-Sale Texting & Email Templates



Suggested Email for Post-Sale Follow-Up

Subject Line: [Dealership Name] Follow-Up

Hello [First Name],

My name is [Rep's Name] with [Dealership Name]. I called you today to check up on your new [Model] and caught your voicemail.

We are hoping that you have had a chance to give your new boat a try and all went well. I would love to hear all about your first day or days on the water and would also like to know if you have had any questions or difficulties with the boat's operation.

Please give me a call, reply to this email, or send me a quick text when you get a chance, so I can help you with any questions you have with the boat.

I look forward to speaking with you and helping you with your good times on the water!

Sincerely,

[Email Signature, including rep's name, dealership name, dealership website, phone number, text number (if different) and email address]

Suggested Text for Post Sale Follow-Up

Hi [Name], [Rep's Name] here from [Dealership Name]. We're checking with you to see how your first day on the water went with your new [Model]. We would love to hear about it! Are you free for a phone call [timeframe]? [Texting Signature] [Opt-Out, if no permission]

Testing Signature suggestion:

Dealer Rep | Dealer Name | Phone Number

Opt-Out Suggestion:

Text STOP to opt-out.