



FOLLOW-UP MESSAGES

(if lead came from ReferralMask Site)

EMAILS: Day 1

"Attn [lead first name] - Your [niche] Development Quote"

Hey [lead first name],
How's your day? I'm [sales rep first name], the [sales rep job title] at [your company name]. [DevMask brand] just informed us we're your best match for [niche] development :) Your project is perfect for our portfolio!

It makes sense they referred you to us. [value statement 1]. Let's hop on a quick call at whatever time works for you to see how we can help you out!
insert calendly link

Thanks,
[sales rep first name]

[INSERT CASE STUDIES 2 AND 3]



EMAILS: Day 2

(Follow-up to “Attn [lead first name] - Your [niche] Development Quote”)

Hey [lead first name],

Just confirming you saw the message above! We just finished working with [CS 1 name] which has gone on to [CS 1 success phrase]. We can provide the same services for your project which is probably why [DevMask brand] thinks we should speak. Please book a time that works for you below, or let me know if none of the times work and I can work around your schedule instead :)

insert calendly link

Thanks,
[sales rep first name]

|INSERT CASE STUDY 1|

EMAILS: Day 3

Hey [lead first name], hope all is well. Just wanted to provide more information about our offer to you. To be clear, [offer]. Please book a meeting via the link below and we can provide your free quote to get started :)

insert calendly link

Thanks,
[sales rep first name]

TEXTS: DAY 1

Hey [lead first name], how's your day? I'm [sales rep first name], the [sales rep job title] at [your company name]. [DevMask brand] just informed us we're your best match for [niche] development :) [value statement 1]. Let's hop on a quick call at whatever time works for you to see how we can help you out!

insert calendly link

|INSERT CASE STUDIES 2 AND 3|

TEXTS: DAY 2

Hey [lead first name], just confirming you saw the message above! We just finished working with [CS 1 name] which has gone on to [CS 1 success phrase]. We can provide the same services for your project which is probably why [DevMask brand] thinks we should speak. Please book a time that works for you via the link above, or let me know if none of the times work and I can work around your schedule instead :)

|INSERT CASE STUDY 1|

TEXTS: DAY 3

Hey [lead first name], hope all is well. Just wanted to provide more information about our offer to you. To be clear, [offer]. Please book a meeting via the link below and we can provide your free quote to get started :)

insert calendly link

VOICEMAILS: DAY 1

Hey [lead first name], how's your day? I'm [sales rep first name], the [sales rep job title] at [your company name]. Your project should be a perfect fit for our portfolio! [value statement 1]. I just sent you a message with a link to my calendar . Let's hop on a quick call at whatever time works for you to see how we can help you out! Let me know; thanks bye.

VOICEMAILS: DAY 2

Hey [lead first name], this is [sales rep name] from [your company name]. Just confirming you got my message yesterday! We just finished working with a client that went on to [CS 1 success phrase]. We can offer the same services to your project at a 100% guarantee. You have a link to my calendar via the message I sent earlier. Please book a time that works for you, or let me know if none of the times work and I can work around your schedule instead. Thanks, bye :)

VOICEMAILS: DAY 3

Hey [lead first name], this is [sales rep name] from [your company name]. Just wanted to provide more information about our offer to you. To be clear, [offer]. Please book a meeting via the link I sent and we can provide your free quote to get started. Thanks, bye :)



FOLLOW-UP MESSAGES

(if lead did not come from ReferralMask Site)

EMAILS: Day 1

"Attn [lead first name] - Your [niche] Development Quote"

Hey [lead first name], How's your day? I'm [sales rep first name], the [sales rep job title] at [your company name]. Your project looks perfect for our portfolio! [value statement 1]. Let's hop on a quick call at whatever time works for you to see how we can help you out!

insert calendly link

Thanks,
[sales rep first name]

[INSERT CASE STUDIES 2 AND 3]



EMAILS: Day 2

(Follow-up to “Attn [lead first name] - Your [niche] Development Quote”)

Hey [lead first name],

Just confirming you saw the message above! We just finished working with [CS 1 name] which has gone on to [CS 1 success phrase]. We can provide the same services for your project guaranteed. Please book a time that works for you below, or let me know if none of the times work and I can work around your schedule instead :)

insert calendly link

Thanks,

[sales rep first name]

|INSERT CASE STUDY 1|

EMAILS: Day 3

(Follow-up to “Attn [lead first name] - Your [niche] Development Quote”)

Hey [lead first name],

Hope all is well. Just wanted to provide more information about our offer to you. To be clear, we [offer]. Please book a meeting via the link above and we can provide your free quote to get started :)

Thanks,

[sales rep first name]

TEXTS: DAY 1

Hey [lead first name], how's your day? I'm [sales rep first name], the [sales rep job title] at [your company name]. Your project looks perfect for our portfolio! [value statement 1]. Let's hop on a quick call at whatever time works for you to see how we can help you out!

insert calendly link

|INSERT CASE STUDIES 2 AND 3|

TEXTS: DAY 2

Hey [lead first name], just confirming you saw the message above! We just finished working with [CS 1 name] which has gone on to [CS 1 success phrase]. We can provide the same services for your project guaranteed. Please book a time that works for you via the link above, or let me know if none of the times work and I can work around your schedule instead :)

|INSERT CASE STUDY 1|

TEXTS: DAY 3

Hey [lead first name], hope all is well. Just wanted to provide more information about our offer to you. To be clear, [offer]. Please book a meeting via the link below and we can provide your free quote to get started :)

insert calendly link

VOICEMAILS: DAY 1

Hey [lead first name], how's your day? I'm [sales rep first name], the [sales rep job title] at [your company name]. Your project should be a perfect fit for our portfolio! [value statement 1]. I just sent you a message with a link to my calendar. Let's hop on a quick call at whatever time works for you to see how we can help you out! Let me know; thanks bye.

VOICEMAILS: DAY 2

Hey [lead first name], this is [sales rep name] from [your company name]. Just confirming you got my message yesterday! We just finished working with a client that went on to [CS 1 success phrase]. We can offer the same services to your project at a 100% guarantee. You have a link to my calendar via the message I sent earlier. Please book a time that works for you, or let me know if none of the times work and I can work around your schedule instead. Thanks, bye :)

VOICEMAILS: DAY 3

Hey [lead first name], this is [sales rep name] from [your company name]. Just wanted to provide more information about our offer to you. To be clear, [offer]. Please book a meeting via the link I sent and we can provide your free quote to get started. Thanks, bye :)

TERMS DEFINED

[lead first name] - This refers to the first name of the lead you are currently messaging.

[sales rep first name] - This refers to the first name of the member of your agency who is reaching out to the lead

[sales rep job title] - This refers to the job title of the member of your agency who is reaching out to the lead

[niche] - This refers to the specific niche of development the lead is looking for. AI, mobile app, AR/VR, etc

[DevMask brand] - This refers to the name of the brand of your ReferralMask site

[value statement 1] - This refers to a strong, differentiating value statement about your development agency. The more directly this shows the lead they can expect you to deliver a solution that will generate them profit, the better. We recommend having at least 3 value statements prepared to nurture leads for proper sales pursuit.

[CS 1 name] - This refers to the name of your first case study. We recommend having at least 3 case study PDF's prepared to nurture leads for proper sales pursuit.

[CS1 success phrase] - This refers to the phrase summarizing the success you brought your first case study. The more directly this shows the lead that you increased your case study's profit, the better. We recommend having at least 3 case study PDF's prepared to nurture leads for proper sales pursuit.

[offer] - This refers to the offer you can present to the lead. This does not mean the literal cost of the development quote, but rather a service/satisfaction/money-back guarantee you are comfortable promising. The stronger the offer, the more leads you will close