# GlobalFinanceGuarantee – Follow-up Email Sequences

These automated follow-up email sequences are designed to nurture leads after initial contact. They aim to build trust, address common objections, and encourage engagement. Partners can adapt the tone and content to suit specific prospects and deal types.

## Sequence 1 – General Prospect Nurture

Email 1 – Value Reminder (2 days after first contact):

Subject: Continuing Our Conversation  
  
Dear [First Name],  
  
I wanted to follow up on our recent exchange and share more about how GFG can support your projects with secure, bank-issued SBLCs, BGs, and performance bonds.  
  
Would you be open to a quick call to discuss your upcoming requirements?  
  
Best regards,  
[Your Name]

Email 2 – Addressing Objections (5 days later):

Subject: Common Questions on Financial Instruments  
  
Dear [First Name],  
  
Some clients ask about our process, timelines, and bank relationships. We work only with regulated, reputable banks and typically complete issuance within 5–15 business days.  
  
Shall we schedule a call to go over your specific needs?  
  
Best regards,  
[Your Name]

Email 3 – Social Proof (7 days later):

Subject: Success Story – [Amount] [Instrument Type] in [X] Days  
  
Dear [First Name],  
  
We recently delivered a [Currency][Amount] [Instrument Type] for a client in [Location] in just [X] days, helping them secure their deal and meet deadlines.  
  
Could we explore how we might do the same for you?  
  
Best regards,  
[Your Name]

## Sequence 2 – Dormant Lead Re-engagement

Email 1 – Friendly Check-in (30 days of inactivity):

Subject: Still Exploring Your Options?  
  
Dear [First Name],  
  
I wanted to check in to see if securing a financial instrument is still on your agenda. We’re here to help you navigate the process quickly and efficiently.  
  
If you’re ready, I can share a tailored proposal this week.  
  
Best regards,  
[Your Name]

Email 2 – Industry Update (7 days later):

Subject: Market Update – Why Now Might Be the Right Time  
  
Dear [First Name],  
  
We’re seeing increased demand for bank-issued guarantees as global markets recover. Acting now can help secure better terms and faster issuance.  
  
Would you like me to prepare updated options for you?  
  
Best regards,  
[Your Name]

Email 3 – Final Prompt (7 days later):

Subject: Closing the Loop  
  
Dear [First Name],  
  
I haven’t heard back from you, so I’ll assume this isn’t a priority at the moment. If your situation changes, we’ll be ready to assist at short notice.  
  
Thank you for considering GFG.  
  
Best regards,  
[Your Name]