

## Win/loss email invite templates

If you're struggling to get won or lost deals to sign up to an interview, here are a couple of concise templates to try. Remember, if your emails aren't working, just like any type of email, play around with your words and A/B test your approaches until you find that magic formula.

### Deals won

*Hi [insert name],*

*Thanks for picking Product X and welcome to the team!*

*We're always working on ways to make what we've got even better for our customers and to help us do that, we'd love to talk to you about why you chose us over others.*

*The call will only take X minutes and we'll just be asking you a few questions about how we've done so far.*

*If you're in, you can book a time and date that suits you here.*

*Speak soon, hopefully!*

*Thanks,*

*[insert name]*

## Deals lost

*Hi [insert name],*

*Thanks for looking into Product X and I'm sorry to hear you went elsewhere.*

*To help us learn and grow, we'd love to hear about your journey with us and how you felt we did - there'll be zero sales pressure, promise!*

*The call will only take X minutes and you can book a time and date that suits you here.*

*Speak soon, hopefully!*

*Thanks,*

*[insert name]*