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Follow up framework + plug-and-play

You said:

What is the best verbiage for emails and text messages

ChatGPT said:

Straight talk: there is no single “best” verbiage. There is best-for-the-moment verbiage. The winners are clear, human, short, and next-step focused. Anything clever, corporate, or cute kills response.

Below is a battle-tested framework + plug-and-play examples you can use immediately for email and text (sales, service, BDC, follow-up).

### **The Non-Negotiables (Read This First)**

If your message doesn't do these, it's weak:

Uses the customer's name

Identifies who you are and why you're reaching out

One clear next step

Ends with a question

Sounds like a human, not a dealership

No fluff. No “just following up.” No “hope this finds you well.” 

### **TEXT MESSAGE VERBIAGE (Highest Response Rate)**

1. First Response (after lead comes in)

Best all-around

Hi {{Name}}, this is {{YourName}} at {{Dealership}}.

I got your request on the {{Vehicle}}.

Are you looking to replace a vehicle or add one to the household?

Why it works: simple + easy question = reply.

## 2. Appointment Confirmation

{}{{Name}}, this is {}{{YourName}} at {}{{Dealership}} confirming your visit for {}{{Day}} at {}{{Time}}.

Is that still good, or do we need to adjust?

## 3. No Response Follow-Up (Day 1-2)

Hi {}{{Name}}, quick check-in — should I keep working options on the {}{{Vehicle}}, or did you already move forward?

This triggers honesty instead of ghosting.

## 4. Soft Re-Engagement (Day 4-7)

{}{{Name}}, last thing I want is to be a pest.

Would it make sense to reconnect later, or can I close this out for now?

This gets replies because it removes pressure.

## **EMAIL VERBIAGE (Use When You Need Context)**

Subject Lines That Get Opened

Quick question, {}{{Name}}

{}{{Name}}, next steps on the {}{{Vehicle}}

Still interested, or should I pause?

## 1. First Email Response

Subject: Quick question, {}{{Name}}

Hi {}{{Name}},

This is {}{{YourName}} with {}{{Dealership}}. I received your request on the {}{{Vehicle}} and wanted to reach out personally.

To make sure I'm helpful and not waste your time — are you replacing a vehicle or adding one?

Once I know that, I can send you exactly what makes sense.

– {}{{YourName}}

{}{Direct Phone}}

2. Follow-Up Email (No Response)

Subject: Still interested, or should I pause?

Hi {}{Name}},

I haven't heard back, so I wanted to check in before making assumptions.

Would you like me to keep working options for you, or should I close this out for now?

Either way is fine — just let me know.

– {}{YourName}}

3. Appointment Reminder Email

Subject: Confirming {}{Day}} at {}{Time}}

Hi {}{Name}},

Just confirming your visit with me on {}{Day}} at {}{Time}}.

If anything changes, reply here or text me directly and we'll adjust.

Looking forward to meeting you,  
{}{YourName}}

What to Stop Saying Immediately X

"Just following up"

"Hope you're having a great day"

"Per my last email"

"Let me know if you have any questions"

Long paragraphs

Multiple questions in one message

That language screams sales noise.

Pro Tip (This Is Where Pros Win)

Text for speed. Email for clarity. Video for trust.

Your verbiage should always point toward the next human interaction.

If you want, I can:

Tailor this by role (sales, BDC, service, manager)

Build a 7-day follow-up cadence

Rewrite this in DigitalCarGuy voice

Convert these into CRM-ready templates

Tell me where you want to go next.

You said:

Yes

ChatGPT said:

Alright — I'm not going to tiptoe here.

I'll give you something you can drop straight into a CRM today and that actually gets replies.

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Below is a 7-Day High-Response Follow-Up Cadence with TEXT + EMAIL verbiage, written for Sales / Internet / BDC.

This works because it's human, direct, and respectful of time.

#### 7-DAY SALES / BDC FOLLOW-UP CADENCE

Goal: Contact → Conversation → Appointment (or clean close-out)

##### DAY 0 – IMMEDIATE (TEXT – within 5 minutes)

This is the money message. Don't screw this up.

Hi {{Name}}, this is {{YourName}} at {{Dealership}}.

I got your request on the {{Vehicle}}.

Quick question — are you replacing a vehicle or adding one?

❖ Why it works:

Simple. Easy to answer. No pressure.

##### DAY 0 – 30–60 MINUTES LATER (EMAIL)

Subject: Quick question, {{Name}}

Hi {{Name}},

I wanted to follow up personally on your interest in the {{Vehicle}}.

To make sure I send you the right info — are you replacing a vehicle or adding one?

Once I know that, I'll take it from there.

– {{YourName}}

{{Direct Cell}})

##### DAY 1 – MORNING (TEXT)

{{Name}}, just making sure I didn't miss you yesterday.

Do you prefer text or a quick call to go over options?

❖ Gives control → gets replies.

##### DAY 2 – AFTERNOON (EMAIL)

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Subject: Still interested, or should I pause?

Hi {{Name}},

I haven't heard back and didn't want to assume either way.

Would you like me to keep working options on the {{Vehicle}}, or should I pause for now?

Totally fine either way — just let me know.

– {{YourName}}

DAY 3 – LATE MORNING (TEXT)

{{Name}}, quick check-in —

should I keep this open on my end, or did you already move forward?

❖ This triggers honesty. Ghosts answer this.

DAY 5 – VALUE TOUCH (TEXT or EMAIL)

{{Name}}, just a heads up — vehicles like the {{Vehicle}} tend to move quickly.

If timing matters, I'm happy to walk you through options.

Want me to hold one or reconnect later?

DAY 7 – CLEAN BREAK (TEXT)

This one separates pros from amateurs.

{{Name}}, last message from me.

Should I close this out for now, or would it make sense to reconnect later?

❖ You'll be shocked how many respond here.