TRADE FAIR FOLLOW-UP: SEVEN EMAIL TEMPLATES

From the day after the fair to the last message to a buyer who never replied. Each email works only with the detail you noted at the stand: the market, the specific thing they said, what you promised. Fill in the square brackets and delete what doesn't apply.

1 · WITHIN 48 HOURS: THEY ASKED FOR SOMETHING

For anyone who asked for a price, a sample or a document. The thing you promised goes in attached, not announced: a second email just to deliver it doubles the chances of being ignored.

Subject: [product] - the [price list / sample / spec sheet] we discussed at [fair]

Dear [name],

It was good to meet you at [fair] on [day]. You asked about [specific request], so here it is, attached, rather than promised for later.

From our conversation I understood you sell [product type] in [market] through [channel]. The price list attached is the one for that market, quoted [Incoterm and place], so the figures should be directly comparable for you.

One open point from our talk: [the doubt they raised]. [One or two lines answering it concretely.]

Next step, if useful: I can send samples to your office this week, or set up a 20-minute call on [day] or [day]. Which do you prefer?

Kind regards,

[name] - [role] · [company] - [website] - [phone]

2 · WITHIN THE WEEK: INTERESTED, BUT NO REQUEST

For a real conversation that ended without a request. One attachment chosen for their market, not the whole catalogue, and an offer that's easy to accept.

Subject: [product] for [their market] - following up from [fair]

Dear [name],

We met at [fair], at the [hall/stand] stand: you tried [product] and mentioned [detail they said about their market or their customers].

That detail is why I'm writing rather than sending our usual catalogue. For [their market] the relevant item in our range is [product], because [one concrete reason: format, shelf life, certification, price point].

I've attached only the English spec sheet for that product.

If it seems worth trying, I can send a sample so your team can taste it, at no cost. Just reply with the shipping address and I'll arrange it this week.

If the timing is wrong, tell me when to come back and I will.

Kind regards,

[name] - [role] · [company] - [website] - [phone]

3 · THE DAY THE SAMPLES SHIP

Send it the day the parcel leaves, with the tracking number. Saying what to taste and when you'll be back in touch turns a free sample into a date in their diary.

Subject: [product] samples - shipped today, tracking [number]

Dear [name],

The samples left our warehouse today with [courier], tracking number [number]. Expected delivery: [date].

In the box: [quantity] x [product, format], from batch [reference], best before [date]. [Storage note: e.g. keep away from light and heat.]

If customs or the courier get in touch, the pro forma invoice is attached and the goods are declared as free samples of no commercial value.

When you taste it, the detail I'd most like your view on is [one thing: the format for your shelf, the flavour for your customers, the price point].

I'll check in on [date, about a week after delivery] to hear what your team thought.

Kind regards,

[name] - [role] · [company] - [website] - [phone]

4 · THE PRICE LIST FOR THEIR MARKET

When they ask for it, or after they've tasted. The Incoterm always comes with a place, and the price list says how long it's valid: an open-ended quote is a quote nobody acts on.

Subject: [product] - export price list for [market], [Incoterm and place]

Dear [name],

As promised, attached is our export price list for [market].

Prices are quoted [Incoterm] [named place] and are valid until [date].

Minimum order: [MOQ, e.g. one mixed pallet]. Lead time: [X] working days from order confirmation.

Payment for a first order: [terms, e.g. payment in advance against pro forma invoice].

One question so I can fine-tune the offer: [the open point, e.g. the volumes you expect in the first year / whether you need our brand or private label].

Kind regards,

[name] - [role] · [company] - [website] - [phone]

5 · THE SECOND CONTACT: SEVEN TO TEN DAYS OF SILENCE

Short, with one new thing in it, and a no that's easy to give. Making it easy to say no gets more replies, because it spares the reader the awkwardness of letting someone down.

Subject: Re: [subject of your previous email]

Dear [name],

A short follow-up on my email of [date] about [product] for [market].

One thing has changed since: [something new and true: the new harvest is in, a new format, a certificate obtained, a price held until a date].

If [product] isn't a fit for [market] right now, a one-line reply is fine and I'll stop following up. If it is, I can send [the next concrete thing] this week.

Kind regards,

[name] - [role] · [company] - [website] - [phone]

6 · PROPOSING A FIRST ORDER

When samples, price and interest are all there. A small trial order with the terms written down is easier to approve than an open-ended partnership.

Subject: [product] for [market] - a first trial order

Dear [name],

Thank you for the feedback on the samples. To make the first step simple, here is a proposal for a trial order:

- [quantity and format, e.g. one mixed pallet: X cases of A, Y cases of B]

- price as per the attached price list, [Incoterm and place], valid until [date]

- dispatch [X] working days from your confirmation, with [label adaptation / documents for your country] included

- payment [terms]

If this works for you, a reply with your purchase order or a simple confirmation is enough, and I'll send the pro forma invoice the same day.

Kind regards,

[name] - [role] · [company] - [website] - [phone]

7 · THE LAST MESSAGE TO A BUYER WHO HAS GONE QUIET

After two follow-ups with no reply. You close the file politely and leave the door open: a clear last message can bring the reply the earlier ones didn't.

Subject: [product] - closing the file for now

Dear [name],

I haven't heard back since [fair], so I'll assume the timing isn't right and I'll stop writing for now.

If things change, my direct line is [phone] and the price list for [market] stays valid until [date].

We'll be at [next fair] in [month]; if you're there, I'd be glad to show you [new product or format].

Kind regards,

[name] - [role] · [company] - [website] - [phone]

Templates written from scratch: they don't reproduce any real customer's correspondence. Produced by Itria. The thirty-second note at the stand and the three groups when you're back:
itria.io/en/dopo-la-fiera-follow-up-richieste

Template built by Itria. Not an official form. Have your freight forwarder or accountant check it before you use it.

If you redo this by hand for every order, an AI agent can do it from the data you already have and leave it for a person to approve. A couple of lines on WhatsApp to +39 350 574 3578 or an email to info@itria.io. How it works: itria.io/en/documenti-per-esportare-ai