



Communication Templates for MSMEs

Simple, Effective Templates for
Traditional & Retail Businesses



Complete with Cold
DMs, Emails & WhatsApp

Introduction:

Why Communication Templates Matter

Good communication is the difference between a customer and a lost opportunity.

Most Indian business owners—whether running a grocery store, garment shop, restaurant, salon, hardware store, or manufacturing unit—use WhatsApp, SMS, Email, or phone calls to reach customers. But without a clear message, they either:

- Lose the sale to confusion or competitors
- Fail to convert walk-ins into loyal repeat customers
- Forget to follow up, losing seasonal or bulk business
- Miss opportunities to upsell or cross-sell

This guide gives you **ready-to-use templates** you can customize in 2 minutes and send today. No fancy language. No overthinking. Just copy, personalize, and send.


What you'll find in this guide:

1. Cold DM/Outreach – Finding new customers
2. New Customer Welcome – Turn walk-ins into regulars
3. Stock/Product Launch – Announce new items
4. Seasonal Offers & Sales – Drive bulk purchases
5. Bulk/Wholesale Inquiries – Close B2B deals
6. Payment Reminders – Professional collections without being rude
7. Repeat Purchase Reminders – Bring customers back
8. Customer Appreciation – Build loyalty for the long term
9. Sequence Examples FOR TRADITIONAL Businesses

Part 1:

Cold DM & Outreach Templates

Finding New Customers (LinkedIn, Instagram, Facebook, WhatsApp)

 **When to use:** You don't know them yet, but they might be interested in what you sell.

 **Why this works:** Research-based + compliment first = They take you seriously instead of blocking you.

 **Golden Rule:** Compliment their work/business, then show how you can help.

What you'll find in this Section:

A. The Cold DM (Instagram / Facebook)

B. The Cold DM (LinkedIn - B2B)

C. The Cold WhatsApp Outreach (When you have their number)

D. Cold Email (B2B / Formal Outreach)

Template 1A:

The Cold DM (Instagram / Facebook)

 **Platform:** Instagram DM, Facebook Messenger

 **Tone:** Friendly, genuine, not salesy

[TEMPLATE]

Hey [Name],

I came across your [Instagram/Facebook page] and loved how you're [specific compliment about what they do].

I run [your business type] and I think we could work well together. Specifically, [how your service/product can help them].

No pressure at all—just thought I'd reach out! Let me know if you're interested.

[Your name]

[Your business]

[Phone/Instagram handle]

For a Clothing Boutique (reaching out to influencers/fashion bloggers):

Hey Priya,

I came across your Instagram and loved your fashion sense! Your styling videos are so helpful—600k followers for a reason!

I run Neha's Boutique in Delhi and we have some amazing handloom pieces that I think would be perfect for your content. Would love to collaborate or send you some samples.

No obligation—just thought you might like our stuff!

Neha

Neha's Boutique

Instagram: @nehaboutique_delhi | 98765-12345

For a Restaurant (reaching out to food bloggers):

Hey Ashok,

Saw your food blog—your reviews are spot-on! Love how you highlight authentic recipes.

I run Ashok's Kitchen in Sector 5 and we do traditional North Indian food that I think your audience would love. Would you be interested in visiting and sharing your honest review?

We'd love to have you as our guest. No charge, obviously!

Ashok
Ashok's Kitchen
98765-12345

For a Salon (reaching out to beauty enthusiasts):

Hey Divya,

Your makeup tutorials are amazing! Love how you make everything look so easy.

I run Glow Salon and we just added a makeup artist to our team who does beautiful bridal looks. Thought you might want to collaborate or check us out sometime.

Let me know! ☐

Divya
Glow Salon
98765-12345



What makes this work:

- Specific compliment (not generic)
- Shows you've actually looked at their profile
- Relevant to them (not random)
- Easy to say yes to (no big commitment)
- Includes contact info

Template 1B:

The Cold DM (LinkedIn - B2B)

 **Platform:** LinkedIn

 **Tone:** Professional, respectful, business-focused

[TEMPLATE]

Hi [Name],

I came across your profile and noticed you're in the [their industry] space. Impressive work!

I'm [your name] from [your business], and we [what you do]. I see you're dealing with [their specific challenge], and I think we could help with [specific solution].

I'd love to chat for 15 mins to see if there's a fit. No obligation.

[Your name]

[Your business]

[LinkedIn profile]

[Phone]

For a Wholesale Fabric Supplier (reaching out to boutique owners):

Hi Sneha,

I checked out your profile and saw you run a boutique in Delhi—great work building it from scratch!

I'm Rajesh from Rajesh Fabrics Wholesale. We supply premium cotton and linen fabrics to boutique owners and we've got some pieces that match your style perfectly.

Would love to send you some samples to see if we can work together. No pressure—just want to explore.

Rajesh Fabrics

LinkedIn: [linkedin.com/in/rajesh-fabrics](https://www.linkedin.com/in/rajesh-fabrics)

98765-12345

For a Food Supplier (reaching out to restaurant owners):

Hi Deepak,

Saw your restaurant's LinkedIn and you've got a really professional operation! The expansion to 3 locations is impressive.

I'm Vikram from Vikram's Fresh Supplies—we provide fresh vegetables and ingredients to restaurants. We work with 15+ restaurants in this area and I think we could be a great fit for you too.

15-min call to explore? Happy to send pricing and samples first.

Vikram
vikram@freshsupplies.com
98765-12345

For a Hardware Supplier (reaching out to construction companies):

Hi Ashok,

Saw your company profile—the infrastructure projects you've done are impressive!

I'm from Ashok Hardware Supplies. We've been supplying materials to construction companies for 8 years. Thought we could discuss how we might help with your upcoming projects.

Open to a quick call this week?

Ashok
98765-12345



What makes this work:

- Specific mention of their work (shows research)
- Professional but not stiff
- Clear what you do (no confusion)
- 15-min call is low commitment
- Offers to share samples first (removes risk)

Template 1C:

The Cold WhatsApp Outreach (When you have their number)

 **Platform:** WhatsApp

 **Tone:** Casual, friendly, not pushy

[TEMPLATE]

Hi [Name],

Got your number from [how you got it - mutual friend, directory, etc.].

I run [your business] and I noticed you're in [their industry]. I think we could help with [specific problem you solve].

No pressure—just wanted to reach out!

If interested, call me: [your number]

[Your name]

For a Clothing Supplier (reaching out to retailers):

Hi Sanjay,

Got your number from Raj (we both supply garments to him).

I run a garment manufacturing unit and we make quality cotton kurtas & dupattas. Our rates are competitive and we have consistent quality.

Thought you might be interested for your retail shop. No obligation!

Call if interested: 98765-12345

Rajesh

For a Food business (reaching out to caterers/event organizers):

Hi Sneha,

Got your contact from a mutual friend—she said you organize corporate events!

I run _____ Kitchen and we do catering for events (50-500 people). Great food, professional setup, competitive rates.

Would love to chat about working together sometime!

Call: 98765-12345

Ashok

**What makes this work:**

- Explains how you got their number (not creepy)
- Single specific offer (not asking for everything)
- No pressure tone
- Easy to say no to
- Direct contact info

Template 1D:

Cold Email (B2B / Formal Outreach)

 **Platform:** Email

 **Tone:** Professional, specific, respectful

[TEMPLATE]

[SUBJECT LINE]

[Name], Helping [Type of Business] with [Specific Problem]

[BODY]

Hi [Name],

I came across [Company Name] and was impressed by [specific thing you noticed].

I'm [Your Name] from [Your Business]. We help [their industry] with [specific solution].

I noticed [their specific challenge], and I think we could help you with [specific benefit].

Here's what we've done for similar businesses:

- [Result 1]
- [Result 2]
- [Result 3]

Would you be open to a 15-minute call to explore if there's a fit?

Best regards,

[Your name]

[Your title]

[Your business]

[Phone]

[Email]

For a Wholesale Supplier (Email to boutique owners):

SUBJECT: Sneha, New Premium Fabric Collection for Your Boutique

Hi Sneha,

I came across Sneha's Boutique website and loved your handpicked collection—very curated!

I'm Rajesh from Rajesh Fabrics Wholesale. We supply premium organic cotton and linen fabrics to boutiques across Delhi.

I noticed you're currently working with 3 suppliers. I think we could offer you better rates + consistent quality + faster delivery.

Here's what boutique owners tell us:

- 15% better prices than their current suppliers
- Quality guarantee (we personally inspect every batch)
- Same-week delivery for rush orders

Would you be open to a 15-minute call to see if we're a good fit? I can also send fabric samples for you to test quality first.

Best regards,

Rajesh Kumar
Wholesale Manager
Rajesh Fabrics Wholesale
rajesh@rajeshfabrics.com
98765-12345

For a Food Supplier (Email to restaurants):

SUBJECT: Deepak - Fresh Vegetable Supply for Your Restaurant (20% Better Rates)

Hi Deepak,

I came across your restaurant website and saw you're expanding to a second location—congrats on the growth!

I'm Vikram from Vikram's Fresh Supplies. We provide fresh, organic vegetables and ingredients to 20+ restaurants in Delhi.

Since you're expanding, I thought you might be looking for reliable suppliers. Here's what we offer:

- Fresh stock delivered Mon/Wed/Fri (consistency)
- 20% better rates than retail (bulk pricing)
- Quality guarantee (we replace any substandard items free)
- Flexible payment terms (Net 15 for regular orders)

Would you be open to a quick 15-min call to explore if we could be your primary veggie supplier?

I can also send a pricing sheet and references from restaurants you might know.

Best regards,

Vikram Sharma
Fresh Supply Manager
Vikram's Fresh Supplies
vikram@freshsupplies.com
98765-12345

For a Hardware Supplier (Email to construction companies):

SUBJECT: Ashok - Building Materials Supply for Your Construction Projects

Hi Ashok,

I saw your company website and was impressed by the infrastructure projects you've completed.

I'm Ashok from Ashok Hardware Supplies. We've been supplying materials to construction companies for 8 years and we work on 15+ projects annually.

Here's how we help construction companies:

- Bulk pricing on all materials (cement, rods, pipes, fittings, etc.)
- On-time delivery (we've never missed a deadline)
- Quality materials (tested, certified suppliers only)
- Dedicated account manager for your projects

Would you be open to exploring how we could support your upcoming projects? I can send pricing and references from similar projects.

Best regards,

Ashok Verma
Supply Manager
Ashok Hardware Supplies
ashok@ashokhardware.com
98765-12345






What makes this work:

- Subject line mentions their name + specific benefit
- Shows you researched them (specific compliment)
- Clear what you do (no confusion)
- Specific results/benefits (not vague)
- Single clear ask (15-min call)
- Offer to send more info first (removes risk)

Part 2:

NEW CUSTOMER WELCOME TEMPLATES

Turn Walk-Ins Into Loyal Repeat Customers

-  **When to use:** First purchase, first transaction, or when someone visits your shop/service for the first time.
 -  **Why this works:** Most businesses forget about customers after the first sale. A simple follow-up message makes them feel valued and reminds them why they came to you.
 -  **Golden Rule:** Be warm, not pushy. Show them you remember them and care.
-

What you'll find in this Section:

A. WhatsApp Welcome

B. Email Welcome (For B2B / Formal Purchases)

Template 2A:

WhatsApp Welcome

 **Platform:** WhatsApp, SMS

 **Tone:** Friendly, genuine, welcoming

[TEMPLATE]

Hi [Name],

Thank you for visiting [Your Shop Name] today! We're so glad you chose us.

If you have any questions about your purchase or need anything else, just reach out. We're here to help.

We'd love to see you again soon!

[Your name]

[Shop name]

[Phone]

For a Grocery Store:

Hi Rajesh,

Thanks for stopping by Fresh Basket today! Hope you enjoyed our vegetables and products.

If anything was not up to your standards, just let us know. We want you to come back happy every time.

We're open 7 AM to 10 PM daily. See you soon! ☐

Amit

Fresh Basket Grocery

98765-12345

For a Clothing Boutique:

Hi Priya,

Thanks so much for shopping with us today! Hope you love the saree you picked.

If you need styling tips, want to exchange anything, or just want to browse our new collection, call us anytime. No hassle at all.

We get new designs every 2 weeks—stay tuned!

Neha

Neha's Boutique

98765-12345

For a Salon:

Hi Sneha,

Thanks for coming to Glow Salon today! Hope you're loving your new haircut/color.

If you need any care tips or want to book your next appointment, just message me. We give the best rates for regular customers

See you next month!

Divya
Glow Salon
98765-12345

**What makes this work:**

- Personal (uses their name)
- Shows genuine care (not pushy)
- Opens door for follow-up (questions, concerns)
- Reminds them when to come back
- Easy to reply to

Template 2B:

Email Welcome (For B2B / Formal Purchases)

 **Platform:** Email

 **Tone:** Professional, warm, informative

[TEMPLATE]

[SUBJECT LINE]

Welcome to [Your Business], [Name]!

[BODY]

Dear [Name],

Thank you so much for your first purchase with us today!

We're thrilled to have you as a customer and we want to make sure you have the best experience with us.

- Your order details:
- Items: [What they bought]
- Order date: [Date]
- Amount: ₹[X]
- Next steps: [Delivery info or next action]

We're here to help:

If you have any questions about your purchase or need any assistance, please don't hesitate to reach out:

- Call: [Phone]
- Email: [Email]
- WhatsApp: [Number]

What to expect:

[Brief info about delivery, usage tips, or next interaction]

We really appreciate your business and look forward to serving you for a long time!

Best regards,

[Your name]

[Your business]

[Contact info]

For a Wholesale Fabric Supplier:

Dear Sneha,

Thank you for your first order with Rajesh Fabrics Wholesale!

We're so glad to have your boutique as a customer and we want to make sure you're completely happy with our service.

Your order details:

- 500 meters cotton fabric (white)
- Order date: Jan 19, 2026
- Amount: ₹15,000
- Delivery: Jan 22, 10 AM pickup or Jan 23 home delivery

Quality assurance:

Every batch is personally inspected for quality. If any issue, just let us know and we'll replace immediately (no questions).

Your dedicated account:

You now have direct access to me for:

- Urgent orders
- Rush deliveries
- Special requests
- Bulk discounts for future orders

Call/WhatsApp: 98765-12345

Thanks for trusting us!

Best regards,

Rajesh Kumar
Rajesh Fabrics Wholesale
rajesh@rajeshfabrics.com
98765-12345

For a Wholesale Fabric Supplier:

Dear Ashok,

Thank you for choosing Vikram's Fresh Supplies for your vegetable needs!

We're excited to be your supplier and we want you to have the freshest produce, delivered on time, every time.

Your first delivery:

- Items: [List]
- Delivery date: [Date]

- Amount: ₹[X]
- Next delivery: [Date]

Quality guarantee:

All vegetables are sourced from certified farms. If anything doesn't meet your standards, we replace it free.

For your convenience:

- Regular delivery schedule: Every Monday, Wednesday, Friday at 8 AM
- Flexible ordering: Call/WhatsApp by evening to add items for next delivery
- Easy payment: Weekly settlement via UPI

Call/WhatsApp: 98765-12345

Looking forward to a long partnership!

Best regards,

Vikram Sharma
Fresh Supply Manager
Vikram's Fresh Supplies
vikram@freshsupplies.com
98765-12345


**What makes this work:**


- Confirms they did the right thing (reassurance)
- Clear next steps (no confusion)
- Multiple contact options (easy to reach)
- Quality promise (removes worry)
- Warm but professional tone

Part 3:

STOCK / PRODUCT LAUNCH TEMPLATES

Announce New Items & Drive First Purchases

 **When to use:** New stock arrived, seasonal items, exclusive products, limited quantities.

 **Why this works:** Customers want to know what's new. A heads-up makes them feel valued and creates urgency without being pushy.

What you'll find in this Section:


A. WhatsApp New Arrival Alert

B. Email New Product Launch

Template 3A:

WhatsApp **New Arrival** Alert

 **Platform:** WhatsApp, SMS

 **Tone:** Exciting but not spammy, informative

[TEMPLATE]

Hi [Name],

We just got something you'll love! ☑

[What's new: product name, type, features]

Why it's special:

- [Key feature 1]
- [Key feature 2]
- [Price/special pricing if applicable]

Available from: [Date]

Limited quantity, so don't wait too long. Book yours now by calling [number].

[Your name]

[Your shop]

For a Grocery Store:

Hi Rajesh,

Fresh arrivals at Fresh Basket!

This week only:

- Organic vegetables from local farms (fresher, no pesticides)
- Homemade paneer from nearby dairy
- Imported chocolates (just arrived, Rs. 150 only)

Limited stock, so grab yours before 6 PM today!

Call to order or pick up: 98765-12345

Amit

Fresh Basket

For a Clothing Boutique:

Hi Priya,

New designs just dropped! ☐

Check these out:

- Banarasi sarees with modern prints (₹2,500-3,500)
- Cotton kurtis for summer (₹800-1,200)
- Handloom dupattas (₹600-900)

All pieces are **one-of-a-kind**—once gone, that's it!

Visit us this weekend or call to reserve: 98765-12345

Neha

Neha's Boutique

For a Bakery:

Hi Deepak,

Fresh stock alert!

Special today:

- Multigrain bread (fresh from oven, only ₹40)
- Brownies with dark chocolate (₹60 per piece)
- Almond cookies (limited batch, ₹30)

Available only until 8 PM today. Call to reserve: 98765-12345

Ravi

Ravi's Bakery




What makes this work:

- Exciting (uses emojis, mentions "limited")
- Specific details (not vague)
- Clear urgency (limited stock, time deadline)
- Easy action (phone number to order/pick up)
- Personal feel (not a mass blast)

Template 3B:

Email New Product Launch

 **Platform:** Email

 **Tone:** Professional, enthusiastic, informative

[TEMPLATE]

[SUBJECT LINE]

[Name], New [Product Type] Just Arrived! Exclusive Preview Inside

[BODY]

Dear [Name],

We're thrilled to announce the arrival of our **[New Product/Collection Name]!**

Based on your recent purchase of [Previous product], we thought you'd be first to know about this.

What's New:

[Product 1] - [Description & Price]

[Product 2] - [Description & Price]

Product 3] - [Description & Price]

Why you'll love it:

- [Key benefit 1]
- [Key benefit 2]
- [Key benefit 3]

Exclusive Offer for You:

Since you're a valued customer, we're giving you **[10% OFF / First pick / Early bird pricing]** if you order by [Date].

How to order:

1. Call/WhatsApp: [Number]
2. Visit us: [Address]
3. Email this reply: Just say "Yes" and we'll send more details

Limited Stock Alert:

This collection has limited pieces, so don't wait!

Best regards,

[Your name]

[Your business]

[Contact info]

For a Clothing Boutique:

SUBJECT: Priya, New Summer Collection Just Arrived! 20% Off for You

Dear Priya,

We're so excited to announce our **Summer 2026 Exclusive Collection!**

Since you loved the Banarasi saree you bought last month, we thought you'd want first peek at our new arrivals.

New This Week:

Cotton Sarees - ₹2,200-3,000 (Perfect for summer, breathable, easy care)

Hand-Embroidered Blouses - ₹800-1,200 (Matches any saree, unique designs)

Summer Kurtis - ₹900-1,500 (Lightweight, perfect for this season)

Printed Dupattas - ₹600-900 (Mix and match with anything)

Why Customers Love This Collection:

- Breathable fabrics (perfect for Delhi summer!)
- Unique handpicked designs (not mass-produced)
- Perfect for family functions, casual wear, or gifting

Your Exclusive Offer:

Since you're one of our favorite customers, get 20% OFF on anything from this collection if you order by Jan 25!

How to Shop:

- Call/WhatsApp to see pictures: 98765-12345
- Visit us: Neha's Boutique, Main Road (Tue-Sun, 10 AM-8 PM)
- Email back: Just say "Send pictures" and we'll send catalog

Hurry! These designs are one-of-a-kind and going fast.

Best regards,

Neha
Neha's Boutique
neha@nehaboutique.com
98765-12345

For a Hardware/B2B Supplier:

SUBJECT: Ashok - New Waterproof Coating Paint (Better Quality, Better Price)

Dear Ashok,

We just received a new **Premium Waterproof Coating Paint** that's getting amazing reviews!

Since you bought waterproofing materials from us last monsoon, I thought you'd want to know about this.

Product Details:

Premium Waterproof Coating - ₹450/liter (Last year: ₹500)

- Coverage: 400 sq ft per liter
- Durability: 5-year warranty
- Color options: White, Black, Grey
- Application: Works on concrete, RCC, wood

Why It's Better Than Others:

- 30% better durability than standard paints
- Doesn't crack or peel (tested in harsh conditions)
- Faster drying (4 hours vs 8 hours for others)
- Better waterproofing guarantee

Bulk Pricing:

- 10+ liters: ₹420/liter
- 50+ liters: ₹400/liter
- 100+ liters: ₹380/liter

Special Offer:

Order by Jan 25 and get **5% extra discount** + Free delivery (orders above ₹5,000).

How to Order:

Call/WhatsApp: 98765-12345

Email: ashok@ashokhardware.com

Available immediately. Stock is limited, especially for bulk orders.

Best regards,

Ashok Verma

Ashok Hardware Supplies

ashok@ashokhardware.com

98765-12345

**What makes this work:**


- Subject line mentions them + benefit
- References their past purchase (personalized)
- Specific product details (not vague)
- Clear pricing (no surprises)
- Exclusive offer (makes them feel special)
- Multiple ways to order (easy action)
- Urgency without pressure (limited time, limited stock)

Part 4:

SEASONAL OFFERS & SALES TEMPLATES

Drive Big Purchases During Festival Season

 **When to use:** Diwali, Holi, Eid, New Year, seasonal sales, clearance events.

 **Why this works:** During festivals and seasons, customers are looking to shop. A timely offer reminds them of you and drives bulk purchases.

What you'll find in this Section:

A. WhatsApp Festival Sale

B. Email Festival Sale Campaign

Template 4A:

WhatsApp Festival Sale

 **Platform:** WhatsApp broadcast, SMS

 **Tone:** Exciting, clear deals, time-bound

[TEMPLATE]

[FESTIVAL NAME] MEGA SALE

Hi [Name],

It's time to celebrate with great deals! We're giving you **[discount % or offer]** on everything.

What's on sale:

- [Category/Product 1] - [discount]
- [Category/Product 2] - [discount]
- [Category/Product 3] - [discount]

Sale period: [Dates]

How to shop:

- Visit us: [Address & timings]
- Call to order: [Number]
- Pick up from home if you're a regular customer (free!)

Hurry! Best items sell out fast. See you soon!

[Your shop name]

For a Grocery Store (Diwali):

DIWALI SPECIAL

Hi Rajesh,

Celebrate with us! We're giving **20% off on dry goods** this Diwali:

- Whole spices (cumin, coriander, cardamom)
- Dry fruits (almonds, cashews, dates)
- Oils & ghee (buy 5L, get 1L free)
- Sweets & snack items

Sale: Jan 20-30

Shop now: Fresh Basket, Sector 5

Open 7 AM - 10 PM daily

Or call for home delivery (orders above ₹500): 98765-12345

Amit

For a Clothing Store (New Year):

NEW YEAR CLEARANCE SALE

Hi Priya,

Start your year fresh! **30-50% off entire winter collection** (must go!):

- Sarees & salwar suits
- Winter kurtis & dupattas
- Kids' wear
- Accessories

Sale: Jan 20-25 (limited time!)

Address: Neha's Boutique, Main Road

Timings: 10 AM - 8 PM daily

Home delivery available for purchases above ₹1,500

Call to order: 98765-12345

Neha

Neha's Boutique



What makes this work:

- Clear discounts (not vague "special offers")
- Specific items (customers know what to expect)
- Dates mentioned (creates urgency)
- Multiple ways to shop (visit, call, delivery)
- Festive tone (matches the season)

Template 4B:

Email Festival Sale Campaign

 **Platform:** Email

 **Tone:** Festive, detailed offers, engaging

[TEMPLATE]

[SUBJECT LINE]

[Name], [Festival] Special! [Discount]% Off + Exclusive Gifts Inside

[BODY]

Dear [Name],

[FESTIVAL] IS HERE AND SO ARE AMAZING DEALS!

This [Festival], we're celebrating with YOU! We're offering [Discount]% off everything + exclusive gifts for our loyal customers.

SPECIAL OFFERS:

[Category 1]

- [Product A] - [Discount]% off
- [Product B] - [Discount]% off
- [Product C] - Buy [Qty], Get [Qty] Free

[Category 2]

- [Product D] - [Special Price]
- [Product E] - [Special Price]

[Category 3]

- [Product F] - [Special Price]
- [Product G] - [Special Price]

EXCLUSIVE FOR YOU:

Since you're a valued customer, get **[Extra discount / Free gift / Priority access]!**

SALE PERIOD: [Start Date] to [End Date]

LAST DAY: [Date]

HOW TO SHOP:

1. Visit Us: [Address] | Open [Timings]
2. Call/WhatsApp: [Number] - Order from home!
3. Email Reply: Just say "Yes" and we'll send order details

FREE HOME DELIVERY on orders above ₹[Amount]

STOCK LIMITED - Best items sell out fast!

Don't miss this [Festival] special. Shop now!

Best regards,

[Your name]

[Your business]

[Phone/Email]

For a Clothing Store:

SUBJECT: Priya, Diwali Mega Sale! 40% OFF + Free Gift Inside

Dear Priya,

DIWALI MEGA SALE - CELEBRATE WITH AMAZING DEALS!

This Diwali, we're giving you the best deals of the year!

We know you love our collection, so we've curated the BEST pieces and discounted them heavily. Plus, exclusive gifts just for you!

DIWALI SPECIAL OFFERS:**Traditional Wear**

- Designer Sarees - **40% OFF** (₹2,500-5,000 → ₹1,500-3,000)
- Lehengas for Celebrations - **35% OFF** (₹3,000-6,000 → ₹1,950-3,900)
- Printed Dupattas - **30% OFF** (₹600-900 → ₹420-630)

Ethnic Wear for Kids

- Kids' Sarees & Lehengas - **35% OFF** (₹1,500-3,000 → ₹975-1,950)

Jewelry & Accessories

- Traditional Bangles - **Buy 1 Get 1 Free**
- Bindis & Jewelry Combos - **40% OFF**

EXCLUSIVE FOR YOU:

Order before Oct 25 and get **Free traditional necklace** (worth ₹500) on purchases above ₹3,000!

SUBJECT: Priya, Diwali Mega Sale! 40% OFF + Free Gift Inside

Dear Priya,

DIWALI MEGA SALE - CELEBRATE WITH AMAZING DEALS!

This Diwali, we're giving you the best deals of the year!

We know you love our collection, so we've curated the BEST pieces and discounted them heavily. Plus, exclusive gifts just for you!

DIWALI SPECIAL OFFERS:

Traditional Wear

- Designer Sarees - **40% OFF** (₹2,500-5,000 → ₹1,500-3,000)
- Lehengas for Celebrations - **35% OFF** (₹3,000-6,000 → ₹1,950-3,900)
- Printed Dupattas - **30% OFF** (₹600-900 → ₹420-630)

Ethnic Wear for Kids

- Kids' Sarees & Lehengas - **35% OFF** (₹1,500-3,000 → ₹975-1,950)

Jewelry & Accessories

- Traditional Bangles - **Buy 1 Get 1 Free**
- Bindis & Jewelry Combos - **40% OFF**

EXCLUSIVE FOR YOU:

Order before Oct 25 and get **Free traditional necklace** (worth ₹500) on purchases above ₹3,000!

SALE PERIOD: Oct 18 - Oct 30




What makes this work:

- Specific discounts (not vague)
- Multiple categories (something for everyone)
- Clear dates (creates urgency)
- Personal recommendation (makes it relevant)
- Multiple ways to shop
- Free delivery mentioned (removes barrier)
- Festive emojis (matches the season)

Part 5:

BULK / WHOLESALE INQUIRY TEMPLATES

Close B2B Deals with Retailers, Resellers, Distributors

 **When to use:** Someone asks about bulk quantities, wholesale rates, or you reach out to potential B2B buyers.

 **Why this works:** B2B customers want quick, clear information. You're saving them time = they'll buy from you.

What you'll find in this Section:


A. WhatsApp Bulk Quotation

B. Email Bulk/Wholesale Proposal

Template 5A:

WhatsApp Bulk Quotation

 **Platform:** WhatsApp

 **Tone:** Professional, efficient, deal-focused

[TEMPLATE]

Hi [Name],

Thanks for asking about bulk quantities! Here's what we can offer:

For [quantity] units of [Product]:

- Unit rate: ₹[X]
- Total cost: ₹[Y]
- Minimum order: [Z units]
- Delivery: [Timeframe]
- Payment terms: [30% advance, balance on delivery] or [as per agreement]

Why buy from us:

- Quality guarantee (all products tested)
- On-time delivery (we don't miss deadlines)
- Support after sale (we don't disappear after selling)

Next step: Confirm if this works for you. We can start with a trial order of [smaller quantity] to test quality first.

Call me to discuss: [Number]

[Your name]

[Your business]

For a Fabric Supplier (to a Tailor/Boutique):

Hi Priya,

Thanks for asking about bulk cotton fabric. Here's our best rate:

For 1,000 meters of 100% cotton fabric:

- Rate: ₹30/meter (you said ₹35, but I can match your budget!)
- Total: ₹30,000
- Minimum order: 500 meters

- Delivery: 2 weeks from order
- Payment: 50% advance, 50% on delivery

Why our fabric:

- Durable (won't shrink or fade quickly)
- Consistent quality (same quality every time)
- On-time delivery (never missed a deadline in 5 years)

My suggestion: Start with 500 meters to test. If you're happy, we can do 1,000+ every month at this rate.

Call me to confirm: 98765-12345

Rajesh

Rajesh Fabrics Wholesale

For a Fabric Supplier (to a Tailor/Boutique):

Hi Priya,

Thanks for asking about bulk cotton fabric. Here's our best rate:

For 1,000 meters of 100% cotton fabric:

- Rate: ₹30/meter (you said ₹35, but I can match your budget!)
- Total: ₹30,000
- Minimum order: 500 meters
- Delivery: 2 weeks from order
- Payment: 50% advance, 50% on delivery

Why our fabric:

- Durable (won't shrink or fade quickly)
- Consistent quality (same quality every time)
- On-time delivery (never missed a deadline in 5 years)

My suggestion: Start with 500 meters to test. If you're happy, we can do 1,000+ every month at this rate.

Call me to confirm: 98765-12345

Rajesh

Rajesh Fabrics Wholesale

For a Food Supplier (to a Restaurant/Catering):

Hi Ashok,

Great question about weekly vegetable supplies for your restaurant!

Our standard offer:

- Fresh vegetables (seasonal): ₹25/kg
- Delivered every Monday & Thursday (consistent)
- Minimum order: ₹5,000/week
- Payment: Weekly settling (no credit hassles)
- Freshness guarantee: If any vegetable isn't fresh, we replace free

For you specifically:

Since you're looking for regular supply, we can offer:

- **5% discount** on weekly orders of ₹5,000+
- **Free delivery** within 10 km
- **Direct phone line** for urgent orders (no middle man)

Let's try one week: Order this Monday, see quality, then decide on regular supply.

Ready to send delivery by 7 AM Monday? Call: 98765-12345

Vikram

Vikram's Fresh Vegetables Supply




What makes this work:

- Numbers are crystal clear (no confusion)
- Minimum order mentioned (everyone knows their commitment)
- Payment terms upfront (no surprises)
- Quality promise included (reduces their risk)
- Trial option given (low-risk first step)

Template 5B:

Email Bulk/Wholesale Proposal

 **Platform:** Email

 **Tone:** Professional, detailed, data-driven

[TEMPLATE]

[SUBJECT LINE]

[Name] - Wholesale Proposal: [Product] at [Discount]% Better Rates

[BODY]

Dear [Name],

Thank you for inquiring about bulk quantities of [Product].

We're excited to work with you and provide the best wholesale rates with superior quality.

QUOTATION DETAILS:

Product: [Product Name]

Quantity: [X units/meters/kg]

Unit Price: ₹[X] per unit

Total Value: ₹[X]

Bulk Discounts (Tiered Pricing):

- 500-1000 units: [Discount]% off
- 1001-5000 units: [Discount]% off
- 5000+ units: [Discount]% off + Free delivery

DELIVERY & PAYMENT:

Delivery Timeline: [X weeks from order confirmation]

Delivery Location: [Your delivery area]

Shipping Cost: [Free/Paid] (for orders above ₹[Amount])

Payment Terms:

- Option 1: 50% advance, 50% on delivery
- Option 2: Net 15 (15 days to pay from delivery)
- Option 3: Full advance payment (call for special discount)

Quality Assurance:

- All products inspected before dispatch
 - [Warranty/Guarantee] period
 - Free replacement for defective items
 - Dedicated account manager for your orders
-

WHY CHOOSE US:

- ✓ [X] years in the industry
 - ✓ Served [X] businesses like yours
 - ✓ On-time delivery record (99.5% on-time)
 - ✓ Quality guarantee (certified products only)
 - ✓ Competitive pricing (lowest in market for this quality)
 - ✓ Flexible payment terms available
-

NEXT STEPS:

1. **Confirm Details:** Reply to confirm quantity and delivery location
 2. **Trial Order (Optional):** Start with 20% of your planned order to test quality
 3. **Delivery & Payment:** Once confirmed, we'll send proforma invoice
 4. **Ongoing Supply:** After first successful order, we can set up regular delivery schedule
-

CONTACT & SUPPORT:

- Direct Phone: [Number]
- WhatsApp: [Number]
- Email: [Email]
- Account Manager: [Name, Number]

We're available Mon-Sat, 9 AM - 6 PM for all your queries.

SPECIAL OFFER:

Order before [Date] and get **[Extra discount / Free sample / Priority delivery]!**

Looking forward to working with you!

Best regards,

[Your name]

[Your Title]

[Your Business]

[Phone]

[Email]

[Business Address]

For a Clothing Boutique:

SUBJECT LINE: : Priya - Wholesale Fabric Proposal: Premium Cotton at ₹28/meter (Your Best Rate!)

Dear Priya,

Thank you for requesting bulk fabric quotation for your boutique!

We're excited to offer you our premium cotton fabric at rates that will improve your margins while maintaining superior quality.

QUOTATION DETAILS:

Product: 100% Premium Organic Cotton Fabric

Width: 45 inches (standard)

Quantity: 1,000 meters (MOQ: 500 meters)

Unit Price: ₹28/meter (industry best!)

Total Value: ₹28,000

Bulk Discounts (Tiered Pricing):

- 500-1000 meters: ₹30/meter
 - 1001-5000 meters: ₹28/meter □ (Your rate!)
 - 5000+ meters: ₹26/meter + free delivery
-

DELIVERY & PAYMENT:

Delivery Timeline: 2 weeks from order confirmation

Delivery Location: Direct to your shop or our courier

Shipping Cost: Free for orders above ₹10,000

Payment Terms:

- 50% advance, 50% on delivery (Standard)
- Net 15 (30 days to pay from delivery) - For established partners
- Full advance (Get extra 3% discount!)

Quality Assurance:

- 100% pre-delivery inspection
 - Color-fast guarantee (won't fade)
 - Shrink-resistant (pre-washed)
 - 30-day replacement guarantee for any defects
-

WHY RAJESH FABRICS:

- ✓ 8 years supplying premium fabrics to 50+ boutiques
- ✓ Never missed a delivery in 8 years (99.8% on-time)

- ✓ Organic certification (eco-friendly, safe for sensitive skin)
 - ✓ Custom designs available (MOQ 100 meters)
 - ✓ 5+ color options in stock (ready to ship)
 - ✓ Direct import (no middleman, best pricing)
-

QUICK START:

Option 1: Trial Order (Recommended)

Start with 500 meters (₹15,000) to test quality. If happy, continue with regular supply at discounted rates.

Option 2: Full Order

Confirm 1,000 meters now and get locked-in rates for 12 months.

Option 3: Custom Request

Need specific colors/designs? We can do MOQ 100 meters at ₹32/meter.

LAUNCH SPECIAL:

Order by Jan 25 and get:

- Extra 5% discount (₹28 → ₹26.60/meter!)
 - Free white color sample pack (50 meters)
 - Priority delivery (even faster!)
-

LET'S CONNECT:

- Direct Phone: 98765-12345
- WhatsApp: 98765-12345
- Email: rajesh@rajeshfabrics.com
- Account Manager: Rajesh Kumar (available Mon-Sat, 9 AM - 6 PM)

Ready to get started? Just reply to this email and we'll send proforma invoice within 2 hours!

Best regards,

Rajesh Kumar
Wholesale Manager
Rajesh Fabrics Wholesale
rajesh@rajeshfabrics.com
98765-12345



What makes this work:


- Clear pricing with multiple options
- Tiered discounts (incentives to order more)
- Quality guarantees (reduces risk)
- Payment flexibility (easy decision)
- Trial option (low barrier to entry)
- Special launch offer (urgency)
- Multiple contact methods
- Strong track record (proof)

Part 6:

PAYMENT REMINDER TEMPLATES

Professional Collections Without Being Rude

 **When to use:** Invoice due, payment overdue, advance payment pending for order.

 **Why this works:** Direct but professional. You're reminding them, not accusing them.

What you'll find in this Section:


A. WhatsApp Payment Reminder

B. Email Payment Reminder / Invoice

Template 6A:

WhatsApp Payment Reminder

 **Platform:** WhatsApp, SMS

 **Tone:** Professional, helpful, not aggressive

[TEMPLATE]

Hi [Name],

Just a friendly reminder: Payment for [Order #/Date] is due on [Date].

Amount due: ₹[X]

How to pay:

- Bank transfer: [Account details]
- Cash pickup: Call us and we'll collect
- Cheque: Dated [Date]

No rush if you forgot—just a heads up!

Let me know if you need an invoice copy or have any questions.

[Your name]

[Your business]

For a Fabric Supplier (B2B):

Hi Sanjay,

Friendly payment reminder!

Invoice #FAB-2026-0145

- Order date: Jan 15
- Delivery date: Jan 18
- Amount: ₹24,000
- **Due date: Jan 25 (this Friday)**

Payment options:

- Bank transfer: HDFC Acc. 123456789 (UPI: rajesh@hdfc)
- We can also come collect cheque from your shop
- Cash pickup available

No stress if you need a day or two extra—just let me know.

Thanks!

Rajesh
Rajesh Fabrics

For a Restaurant Supplier (F&B):

Hi Deepak,

Quick reminder: Your weekly veg supply bill is due!

Bill #VEG-2026-0789

- Delivery dates: Jan 19-20
- Amount: ₹4,500
- Due: Jan 25

Pay through:

- PhonePe/Google Pay: 98765-12345
- Bank transfer: Available
- Cash: We'll pick up from your shop

Let me know if there's any issue with quality or if you need more items this week.

Vikram
Vikram's Fresh Supplies




What makes this work:

- Specific invoice number (no confusion)
- Clear due date (they know when)
- Multiple payment options (makes it easy)
- Friendly tone (not threatening)
- Opens door for discussion (if there's an issue)

Template 6B:

Email Payment Reminder / Invoice

 **Platform:** Email

 **Tone:** Professional, clear, friendly reminder

[TEMPLATE]

[SUBJECT LINE]

[Your Business] Invoice #[Number] - Payment Due on [Date]

[BODY]

Dear [Name],

I hope this email finds you well.

I wanted to send a friendly reminder about the payment for your recent order.

INVOICE DETAILS:

Invoice Number: [#]

Order Date: [Date]

Delivery Date: [Date]

Amount Due: ₹[X]

Due Date: [Date]

ORDER SUMMARY:

- [Item 1] - ₹[Amount]
 - [Item 2] - ₹[Amount]
 - [Item 3] - ₹[Amount]
-

PAYMENT OPTIONS:

Option 1: Bank Transfer (Recommended)

Bank Name: [Bank]

Account Number: [Number]

IFSC Code: [Code]

UPI: [UPI ID]

Option 2: Cheque

Please date cheque to [Date] in favor of [Your Business Name]

Delivery Address: [Address]

Option 3: Cash/Digital Payment

Call us at [Phone] and we can arrange pickup at your convenient time

Option 4: Online Payment

[Payment portal link if available]

QUESTIONS?

If you have any questions about this invoice or need clarification on any items, please don't hesitate to reach out:

- Phone: [Number]
- WhatsApp: [Number]
- Email: [Email]

We're here to help!

DUE DATE REMINDER:

This payment is due by **[Date]**. If there are any delays or issues with payment, please let us know immediately so we can work together on a solution.

Thank you for your business! We really appreciate working with you and look forward to the next order.

Best regards,

[Your name]

[Your Title]

[Your Business]

[Phone]

[Email]

[INDIA-SPECIFIC SAMPLE]

For a Wholesale Supplier:

SUBJECT LINE: Invoice #FAB-2026-0156 - Payment Due on Jan 28

Dear Sanjay,

I hope you received your fabric order and everything is in perfect condition!

Just sending a friendly reminder about the payment for your recent bulk order.

INVOICE DETAILS:

Invoice Number: **FAB-2026-0156**

Order Date: Jan 15, 2026

Delivery Date: Jan 18, 2026 (received by you)

Amount Due: ₹30,000

Due Date: Jan 28, 2026

ORDER SUMMARY:

- 1,000 meters 100% Cotton Fabric (White) - ₹28,000
 - Delivery charges - ₹0 (free)
 - **Total Amount: ₹30,000**
-

EASY PAYMENT OPTIONS:

Option 1: Bank Transfer (Fastest)

Bank Name: HDFC Bank

Account Number: 1012345678901

IFSC Code: HDFC0001234

Account Name: Rajesh Fabrics Wholesale

UPI: rajesh@hdfcbank

Option 2: Cheque

Date: Jan 28, 2026

Payee: Rajesh Fabrics Wholesale

Address: 123 Industrial Road, Sector 5, Delhi

Option 3: Cash/Digital Payment

Call me on 98765-12345 and we'll arrange pickup from your shop (free!)

Option 4: Online Payment

Google Pay / PhonePe: 98765-12345

QUICK QUESTIONS?

- Quality issue with fabric? → Free replacement, no questions

- Need more time to pay? → Just ask, we can arrange
- Want to place next order? → Happy to discuss discounts for repeat orders!

Contact me directly:

- Phone: 98765-12345
- WhatsApp: 98765-12345
- Email: rajesh@rajeshfabrics.com

BY THE WAY:

Since this order went smoothly, we can lock in ₹28/meter rate for your next 5 orders (usually ₹30/meter). That's a ₹10,000 savings on your next 1,000-meter order!

Let me know if you want to place the next order early to take advantage of this rate.

Thank you for the prompt payment and great business!

Best regards,

Rajesh Kumar
Wholesale Manager
Rajesh Fabrics Wholesale
rajesh@rajeshfabrics.com
98765-12345



What makes this work:


- Clear invoice details (no confusion)
- Multiple payment options (easy to pay)
- Professional but friendly tone
- Proactive problem-solving (addresses concerns)
- Adds value (discount for next order)
- Makes next transaction easy

Part 7:

REPEAT PURCHASE REMINDER TEMPLATES

Bring Customers Back at the Right Time

 **When to use:** They usually buy every month, season, or event. Remind them when they're likely to reorder.

 **Why this works:** Customers are busy. A timely reminder = immediate order.

What you'll find in this Section:


A. WhatsApp Reorder Reminder

B. Email Reorder Reminder

Template 7A:

WhatsApp Reorder Reminder

 **Platform:** WhatsApp, SMS

 **Tone:** Helpful, timely, not pushy

[TEMPLATE]

Hi [Name],

Time to stock up!

Last time you bought [product] on [date]. If you're running low, we've got fresh stock ready.

Same quality, same price as before:

- ₹[X] per unit
- Minimum order: [quantity]
- Delivery: [timeframe]

Just call/WhatsApp when you're ready: [Number]

[Your name]

For a Grocery Store (Regular Customers):

Hi Rajesh,

Time to restock!

You usually buy vegetables every Sunday. We just got fresh supplies this morning:

- Fresh tomatoes
- Spinach & leafy greens
- Onions & potatoes

Same quality, same prices. Order by 9 AM for morning delivery or pick up afternoon.

Call: 98765-12345

Amit

Fresh Basket

For a B2B Fabric Supplier:

Hi Sanjay,

Your regular monthly order is due!

You usually order 1,000 meters of cotton around this time. We've got fresh stock (same quality as always).

This month's pricing:

- Cotton: ₹30/meter (same as last month)
- Linen blend: ₹38/meter (special this month only!)

Ready to place your usual order or try the linen? Call: 98765-12345

Rajesh

Rajesh Fabrics




What makes this work:

- Specific about timing (they know when they usually buy)
- References past purchase (shows you remember them)
- Current stock mentioned (no waiting)
- Single action (easy to order)
- No pressure (just a reminder)

Template 7B:

Email Reorder Reminder

 **Platform:** Email

 **Tone:** Helpful, personalized, timely

[TEMPLATE]

[SUBJECT LINE]

[Name], Your [Product] Stock Must Be Running Low - Fresh Supply Ready!

[BODY]

Dear [Name],

I hope you're doing great!

I noticed that you usually reorder [Product] around this time of the month, and I wanted to let you know that we've just received fresh stock!

REORDER DETAILS:

Product: [Product Name]

Unit Price: ₹[X] (same as last time)

Your Usual Quantity: [Qty] units

Delivery Time: [Timeframe]

WHAT'S NEW THIS TIME:

- [Improvement 1 - e.g., "Better quality", "Faster delivery", "New color"]
 - [Improvement 2]
 - [Special offer if applicable]
-

QUICK REORDER PROCESS:

1. Reply to this email with "Reorder" or call [Number]
2. Confirm quantity and delivery details
3. We'll send invoice within 1 hour
4. Delivery by [date/timeframe]

It's that simple!

PAYMENT OPTIONS:

Same as before - Bank transfer, cheque, or cash pickup. Your choice!

NEED SOMETHING DIFFERENT THIS TIME?

- Want to try a new product? → Tell us and we'll send sample
 - Need bulk discount? → For orders above ₹[X], we can offer [X]% off
 - Custom requirements? → Just ask!
-

Looking forward to serving you again!

Best regards,

[Your name]

[Your Business]

[Phone]

[Email]

[INDIA-SPECIFIC SAMPLE]

For a Food Supplier (Restaurant):

SUBJECT: Deepak - Fresh Vegetables Ready for Your Restaurant! (Your Regular Supply)

Dear Deepak,

I hope the restaurant business is booming!

I noticed that you usually place your weekly vegetable order around this time, and I wanted to let you know that we have fresh supplies ready for you!

YOUR REGULAR SUPPLY:**Weekly Delivery Package:**

- Tomatoes (fresh, ripe) - 50 kg - ₹1,200
 - Onions - 50 kg - ₹1,000
 - Leafy greens (spinach, fenugreek) - 30 kg - ₹900
 - Ginger & garlic (fresh) - 10 kg - ₹500
 - Seasonal vegetables - 20 kg - ₹800
 - **Total:** ₹4,400 (same price as last week!)
-

WHAT'S SPECIAL THIS WEEK:

- Fresh local cauliflower arrived (limited stock!)
 - Organic bell peppers (premium quality)
 - Farm-fresh mushrooms (ready to use for special dishes)
-

DELIVERY SCHEDULE:

Next Delivery: Monday, Jan 20, 8 AM sharp

Drop Point: Your restaurant kitchen

Your Usual Slot: Already reserved!

TO CONFIRM YOUR ORDER:

Option 1: Reply to this email - "Ready for delivery"

Option 2: Call/WhatsApp 98765-12345

Option 3: Send message "Confirm weekly"

BONUS THIS WEEK:

Since you've been ordering from us for 6 months, we're offering:

- **Extra 5% discount** if you prepay for 4 weeks (Save ₹880/month!)
 - **Free delivery** (instead of ₹200/week) if you sign up for monthly auto-delivery
 - **Fresh herbs free** with every delivery (mint, cilantro, etc.)
-

QUESTIONS?

- Quality concern from last week? → We'll address it immediately
 - Want to add new items? → Just tell us and we'll source
 - Need emergency delivery? → Call directly, we'll arrange same-day
-

Ready to keep serving your customers delicious food with our fresh vegetables!

Best regards,

Vikram Sharma

Vikram's Fresh Supplies

vikram@freshsupplies.com

98765-12345





What makes this work:

- Personal (knows their order pattern)
- Convenient (ready to send)
- Multiple contact options
- Bonus/incentive included
- Easy confirmation process

Part 8:

CUSTOMER APPRECIATION TEMPLATES

Build Loyalty & Long-Term Relationships

-  **When to use:** Customer has been with you for a while, made big purchases, referred friends, or during special occasions.
 -  **Why this works:** Loyalty isn't bought—it's earned through genuine appreciation. A simple thank-you message creates emotional connection.
-

What you'll find in this Section:

A. WhatsApp Appreciation Message

B. Email Appreciation & Loyalty Program

Template 8A:

WhatsApp Appreciation Message

 **Platform:** WhatsApp

 **Tone:** Genuine, warm, grateful

[TEMPLATE]

Hi [Name],

I wanted to personally thank you for being a loyal customer.

You've been with us for [X months/years] now and your support means everything. We don't take that for granted.

To show our appreciation, here's a **[special offer/discount/gift]** just for you.

We look forward to serving you for many more years!

Thanks again!

[Your name]

[Your business]

For a Grocery Store (Loyal Customer):

Hi Rajesh,

I wanted to say thank you!

You've been shopping with Fresh Basket for almost 2 years now. You're one of our most valued customers and we really appreciate your loyalty.

As a token of our appreciation:

- You get **extra 5% discount** on all purchases (for life!)
- Free delivery on orders above ₹300 (instead of ₹500)
- Priority access to new stock

Just tell us you're a "loyalty member" when you shop. Thanks for trusting us!

Amit

Fresh Basket

98765-12345

For a Salon (Long-Time Customer):

Hi Sneha,

Thank you for being with us!

For the past 3 years, you've trusted us with your hair and beauty. That means the world to us.

Special loyalty benefits starting today:

- Every 5th visit is **FREE** (any service)
- Birthday month: **20% discount** on all services
- Refer a friend: You both get ₹500 off

You're not just a customer—you're family! Thanks for the loyalty ☐

Divya
Glow Salon



What makes this work:

- Specific mention of how long they've been with you
- Genuine (not corporate-sounding)
- Tangible benefit (discount, priority, access)
- Makes them feel special (not like everyone else)
- Long-term focused (future together)

Template 7B:

Email Reorder Reminder

 **Platform:** Email

 **Tone:** Professional, warm, grateful

[TEMPLATE]

[SUBJECT LINE]

[Name], You're Special To Us! Exclusive Loyalty Benefits Inside

[BODY]

Dear [Name],

I'm writing to you personally to say **THANK YOU**.

Over the past [X months/years], you've been more than a customer—you've been a valued partner in our business journey. Your trust, loyalty, and support have meant everything to us.

YOUR LOYALTY JOURNEY WITH US:

First Purchase: [Date] (You bought [Product])

Total Purchases: [X] (You've been with us through [X] seasons/events!)

Your Favorites: [List their top products]

Your Loyalty: [Specific examples: always on-time payer, friendly interactions, referred friends, etc.]

EXCLUSIVE LOYALTY BENEFITS FOR YOU:

Tier 1 Benefits (You Qualify!):

- ✓ **5% Lifetime Discount** on all purchases
- ✓ **Priority Access** to new stock (before regular customers)
- ✓ **Free Delivery** on all orders (no minimum)
- ✓ **Birthday Month Special** - Extra 10% off
- ✓ **VIP Support Line** - Direct contact with manager

Tier 2 Benefits (When You Reach 3 More Years):

- ✓ **10% Lifetime Discount** (increases from 5%)
- ✓ **Exclusive Previews** of new collections
- ✓ **Special Event Invitations** (product launches, sales, etc.)
- ✓ **Referral Rewards** - Earn ₹[X] for every friend who joins

HOW TO USE YOUR BENEFITS:

1. **Apply Discount:** Just mention "Loyalty Member" when ordering
2. **Referral Rewards:** Give your friends our contact - you both get ₹[X] credit!

1. **Priority Access:** Call [Number] and we'll reserve new stock for you first
 2. **Birthday Discount:** Just tell us your birth month and get extra off!
-

SPECIAL GIFT FOR YOU:

To celebrate your loyalty, we're sending you a **complimentary gift:**

- [Gift 1] or
- [Gift 2] or
- [Gift 3] (your choice!)

Just reply with which one you prefer, or call [Number] and we'll have it ready for you!

WHAT MAKES YOU SPECIAL:

We serve hundreds of customers every month, but only a few become like you - truly loyal, genuinely nice, and part of our family. That's why we wanted to recognize you specially.

Your positive word-of-mouth has brought us [X] new customers (thank you for that!), and the trust you've shown us over the years is something we never take for granted.

LET'S STAY CONNECTED:

As we continue growing together, I want to make sure we're always exceeding your expectations.

If there's ANYTHING we can do better, or if you ever have feedback or suggestions, please reach out directly:

- **Call Me:** [Your direct number]
- **WhatsApp:** [Number]
- **Email:** [Your email]

I personally respond to all messages from our loyal customers!

NEXT STEPS:

1. Reply to this email with your preferred gift
 2. Start using your loyalty benefits on your next order
 3. Share this with friends and earn referral rewards!
-

Thank you for being part of our journey. Here's to many more years together!

Warmly,

[Your name]

[Your Title]

[Your Business]

[Phone]

[Email]

[INDIA-SPECIFIC SAMPLE]

For a Wholesale Fabric Supplier:

SUBJECT LINE: Sanjay, 2 Years of Partnership! Exclusive Benefits + Special Gift Inside

Dear Sanjay,

I'm reaching out to you personally to say a heartfelt **THANK YOU**.

Two years ago, you took a chance on Rajesh Fabrics Wholesale when you could have chosen any other supplier. That decision has shaped our business in the best way possible.

OUR JOURNEY TOGETHER:

- **First Order:** Jan 2024 - 500 meters cotton fabric (You were cautious - wise!)
- **Monthly Orders:** 1,000 meters average (consistent partner)
- **Total Value:** ₹5,60,000+ (significant partnership!)
- **Payment Record:** 100% on-time (never a single delay!)
- **Referrals:** You sent us 3 boutiques (we work with all of them now!)
- **Feedback:** Always positive, always helpful, never difficult

You're exactly the kind of partner we want to build our business with.

SPECIAL LOYALTY BENEFITS FOR YOU (Effective Immediately):

Your Current Rate: ₹28/meter

New Special Rates (Just For You):

- Regular orders (500-1000m): **₹26/meter** (₹2 off!)
- Large orders (1001-5000m): **₹24/meter** (₹4 off!)
- Very large orders (5000m+): **₹22/meter** (₹6 off!)

That means on your usual monthly order:

- Old cost: ₹28,000/month
- New cost: ₹26,000/month
- **Annual saving: ₹24,000!**

Additional Benefits:

- ✓ **Priority Production** - Your orders done first (faster delivery)
- ✓ **Free Samples** - New designs sent before retail launch
- ✓ **Flexible Payment** - Net 30 instead of Net 15
- ✓ **Bulk Customization** - Custom colors/designs at no extra cost (MOQ 300m instead of 500m)
- ✓ **Direct Support** - My personal phone for urgent needs

EXCLUSIVE GIFT FOR OUR 2-YEAR PARTNERSHIP:

Choose one (or all three!):

Option 1: 100 meters free premium cotton fabric (your choice of color) - value ₹2,800

Option 2: Customized fabric samples (10 designs, 5 meters each) - for your own collection preview

Option 3: ₹3,000 credit toward your next order - use anytime

Just tell us which you prefer!

WHY WE APPRECIATE YOU:

In this industry, suppliers and buyers are often at odds. But you're different. You:

- Pay on time (actually before time sometimes!)
- Give valuable feedback that helps us improve
- Treat our delivery team with respect
- Referred other businesses to us
- Are honest and transparent
- Have become more than a business partner

You've helped us grow from 15 partners to 50+ partners. That's significant.

LOOKING AHEAD:

We're planning some exciting things:

- New premium fabric collection (launching Feb)
- Organic/eco-friendly line (you'll get first access)
- Design consultation service (free for our loyal partners)
- Referral bonus program (earn ₹500 per referral)

You'll be among the first to know about everything!

LET'S CELEBRATE THIS:

I'd love to catch up over coffee and celebrate this 2-year milestone together. My treat!

When are you free? I'm flexible with timing. Let me know:

- Best day of the week for you?
- Any cafe you prefer?
- Or we can meet at your shop if you prefer?

Thank you for 2 amazing years. Here's to 20 more!

With deep gratitude,

Rajesh Kumar
Founder, Rajesh Fabrics Wholesale
rajesh@rajeshfabrics.com
98765-12345

P.S. - Check the attached file for your new loyalty tier - it shows all the benefits in one place!



What makes this work:

- Specific data (shows you pay attention)
- Genuine gratitude (not corporate)
- Tangible benefits (price reduction, extras)
- Recognition of their contribution
- Multiple options (let them choose)
- Personal touch (coffee meeting offer)
- Future collaboration mentioned
- Clear action steps

CONCLUSION & QUICK REFERENCE

You now have **Complete Communication Templates** covering:

Cold Outreach & Lead Generation

- ✔ Instagram/Facebook DM
- ✔ WhatsApp Outreach
- ✔ LinkedIn B2B DM
- ✔ Email Cold Outreach

Customer Lifecycle

- ✔ WhatsApp Welcome
- ✔ Bulk Quotation (WhatsApp & Email)
- ✔ Email Welcome (B2B)
- ✔ Payment Reminders (WhatsApp & Email)
- ✔ Stock/Product Launch (WhatsApp & Email)
- ✔ Reorder Reminders (WhatsApp & Email)
- ✔ Seasonal Sales (WhatsApp & Email)
- ✔ Appreciation (WhatsApp & Email)

Goal	WhatsApp	Email	LinkedIn DM	Instagram DM
New Prospect Outreach	✘ (too pushy)	✔ Best	✔ Best (B2B)	✔ Best (B2C)
First Welcome	✔ Fastest	✔ Professional	N/A	✘ For B2B only
Product Alerts	✔ High urgency	✔ Detailed	✘	✔ If influencer
Seasonal Sales	✔ Best response	✔ For bulk	✘	✘
Payment Reminders	✔ Direct	✔ Professional	✘	✘
Reorder Reminders	✔ Quick	✔ Detailed	✔ (B2B)	✘
Appreciation	✔ Personal	✔ Formal	✔ (B2B)	✔ (B2C)
Referral Ask	✔ Casual	✔ Detailed	✔ (B2B)	✔ (B2C)

Success Metrics to Track

By Platform:

- WhatsApp: Open rate (98%+), Response time (4-6 hours avg)
- Email: Open rate (25-35%), Click rate (3-5%)
- LinkedIn DM: Response rate (15-25% for cold outreach)
- Instagram DM: Response rate (30-40% for relevant audiences)

By Template Type:

- Cold Outreach: Aim for 20-30% response rate
 - Welcome Messages: Aim for 40-50% follow-up purchase within 3 months
 - Reorder Reminders: Aim for 60-70% purchase within 7 days
 - Appreciation: Aim for 25-30% referrals within 30 days
-

Final Implementation Tips

Week 1:

- Pick 3 templates that match your immediate needs
- Customize them with your business details
- Send today (don't overthink)

Month 2:

- Add 2-3 more template types
- Create a sending schedule
- Build a sequence for different customer type

Week 2-4:

- Track which templates get responses
- Note what works, what doesn't
- Keep sending consistently

Ongoing:

- Test different versions
- Note response rates
- Keep improving based on results

Part 9:

SEQUENCE EXAMPLES FOR TRADITIONAL BUSINESSES

How Templates Work in Real Workflows

SEQUENCE EXAMPLE 1

Grocery Store (Building Regular Customers)

Day 1 (First Purchase): Use TEMPLATE 1 (Warm Welcome)

"Thanks for visiting Fresh Basket today! Hope you loved our veggies. Come back soon!"

Week 2 (Follow-up): Use TEMPLATE 10 (Reorder Reminder)

"Time to restock? Fresh tomatoes and greens in stock today!"

Month 1 (New Arrivals): Use TEMPLATE 3 (New Arrival Alert)

"Fresh organic vegetables arrived! Limited stock, grab now!"

Month 3 (Appreciation): Use TEMPLATE 12 (Loyalty Appreciation)

"Thanks for being loyal! Extra 5% discount for you now!"

Month 6 (Referral Ask): Use TEMPLATE 14 (Referral Ask)

"Know someone who'd like fresh veg? Send them our way—get ₹200 for each friend!"

Month 9 (Dormant Reactivation): Use TEMPLATE 13 (We Miss You)

"We miss you! New items in stock + special discount waiting for you!"

SEQUENCE EXAMPLE 2

Clothing Boutique (Converting Walk-Ins to Repeat)

Day 1 (First Purchase): Use TEMPLATE 1 (Warm Welcome)

"Thanks for shopping with us! Hope you love the saree! Call anytime if you need styling help."

Week 3 (New Collection): Use TEMPLATE 3 (New Arrival Alert)

"New designs just arrived! Remember your style? We have 3 new pieces perfect for you!"

Month 1 (Seasonal Offer): Use TEMPLATE 4 (Seasonal Stock Alert)

"Monsoon collection ready! Since you bought from us before, 10% off if you order by Friday."

Month 3 (Festival Sale): Use TEMPLATE 5 (Festival Mega Sale)

"Diwali special! 30% off entire collection. Your favorite styles are in the sale!"

Month 5 (Appreciation): Use TEMPLATE 12 (Loyalty Appreciation)

"Thanks for visiting Neha's Boutique! You're a VIP now—get lifetime 10% discount!"

Month 8 (Referral): Use TEMPLATE 14 (Referral Ask)

"Your friends trust you. If they like fashion, send them our way—get ₹300 store credit per friend!"

SEQUENCE EXAMPLE 3

Restaurant / Food Business (Orders → Repeat → Loyalty)

Day 1 (First Order): Use TEMPLATE 2 (Order Confirmation)

"Order confirmed! Delivery at 7 PM. Thanks for choosing us! Call if you need anything."

Day 2 (Post-Purchase): Use TEMPLATE 1 (Warm Welcome - adapted)

"Thanks for the order yesterday! Did you love the food? Feedback helps us improve!"

Week 1 (Reorder Reminder): Use TEMPLATE 10 (Time to Reorder)

"Time for another order? We've got the same fresh ingredients ready. Call: 98765-12345"

Month 1 (New Menu): Use TEMPLATE 3 (New Arrivals)

"New dishes added to our menu! Your favorites + 3 new specials. Order now!"

Month 2 (Festival/Season): Use TEMPLATE 4 (Seasonal Alert)

"Holi special! New menu ready. Book family packages: 4 people for ₹900. Call now!"

Month 3 (Appreciation): Use TEMPLATE 12 (Loyalty Appreciation)

"Thanks for ordering from us 8 times! Next order: FREE dessert on us!"

Month 5 (Referral): Use TEMPLATE 14 (Referral Ask)

"Your friends will love our food. Send them our way—get ₹200 voucher per friend!"

SEQUENCE EXAMPLES FOR TRADITIONAL BUSINESSES

Mistake 1: Asking Too Many Questions

❌ **WRONG:**

"What's your name? Age? Preferences? Budget? When do you want to order? Which payment method?"

✅ **RIGHT:**

"When should we deliver? What's your preferred time?"

Why it works: One or two clear questions = answer. Many questions = no answer.

Mistake 2: Vague Offers

❌ **WRONG:**

"We have a special offer coming soon!"

✅ **RIGHT:**

"20% off on cotton sarees—this weekend only (Jan 21-22)."

Why it works: People need specifics to make decisions.

Mistake 3: Not Personalizing (Sending Same Message to Everyone)

❌ **WRONG:**

Send generic "Happy New Year" to all 500 customers at once (feels spammy).

✅ **RIGHT:**

"Hi Rajesh, thanks for 2 years of trust! You get extra 5% off this New Year!"

Why it works: Personal = they feel valued. Generic = they feel like a number.

Mistake 4: Wrong Timing

❌ **WRONG:**

Message at 11 PM or 6 AM (they're sleeping or annoyed).

✅ **RIGHT:**

Message during business hours (9 AM - 8 PM is safest).

Why it works: Timing affects response rates and brand perception.

Mistake 5: Being Too Formal/Corporate

❌ **WRONG:**

"We hereby announce the commencement of our quarterly promotional campaign..."

✅ **RIGHT:**

"New stuff arrived! Come check it out!"

Why it works: Traditional business customers are regular people, not corporations. Be real.

Mistake 6: Long Messages

❌ **WRONG:**

5-10 lines of text explaining everything.

✅ **RIGHT:**

2-3 lines max, one clear message.

Why it works: People skim. Long messages don't get read.

Mistake 7: Forgetting to Follow Up

❌ **WRONG:**

Send offer once and hope for the best.

✅ **RIGHT:**

Send once, then remind 2-3 days later if they don't respond.

Why it works: First message gets lost. Reminder catches their attention.

Part 10:

PLATFORM & MEDIUM GUIDE

When to Use WhatsApp vs SMS vs Email vs In-Store

WhatsApp (BEST FOR: Most traditional businesses)

When to use:

- Quick orders
- Delivery updates
- Regular customer reminders
- Personal messages

When to use:

- Everyone has WhatsApp
- Feels personal (not corporate)
- Can include images (show products)
- High open rate (95%+)
- People respond faster

Do:

- Keep messages short (2-3 lines)
- Use emojis (makes it friendly)
- Respond within 24 hours
- Send during 8 AM - 9 PM only

Don't:

- Send more than 2 messages per day
- Copy-paste same message to many people without personalizing names
- Message too late at night (feels intrusive)
- Ignore if they reply

SMS (BEST FOR: Urgent, time-sensitive info)

When to use:

- Payment reminders (if WhatsApp fails)
- Urgent stock alerts
- Delivery alerts
- Time-bound offers (limited time)

Why it works:

- Reaches everyone (even without data)
- High open rate
- Can't ignore like email

Do:

- Keep to 160 characters if possible
- Be clear and direct
- Include a link or phone number

Don't:

- Send before 8 AM or after 9 PM
- Use for casual conversations
- Send more than 1-2 per month (overuse annoys customers)

Email (BEST FOR: Formal, B2B, detailed information)

When to use:

- Formal proposals
- Detailed invoices
- Policy updates
- Newsletter/bulk updates

When to use:

- Professional
- Leaves written record
- Can include detailed info
- Good for B2B

Do:

- Use subject lines that are specific ("Your Feb Invoice - ₹24,000" not "Invoice")
- Keep paragraphs short (2-3 lines max)
- Use bold for important info
- Include clear call-to-action

Don't:

- Write long paragraphs (people won't read)
- Use too much color/fancy formatting
- Send generic "Dear Sir/Madam" emails
- Forget to include contact info

In-Person / Word-of-Mouth (BEST FOR: Building loyalty & trust)

When to use:

- Thanking loyal customers in person
 - Special occasions
 - Building relationships
 - Giving personalized service
-

When to use:

- Creates emotional connection
- Customers feel valued
- Leads to referrals
- Builds repeat business

Do:

- Remember their name & preferences
- Ask how they're doing (genuine interest)
- Remember purchase history ("You usually buy on Sundays")
- Offer small gestures (extra item, discount,

Don't:

- Be pushy
- Forget their previous preferences
- Make them feel rushed
- Hard sell

