# Here are some common replies samples that you can use as a basic guide for your templates to cover various situations.

## After [Setting an Appointment](https://www.thebalance.com/how-to-get-sales-appointments-2917495) Over the Phone

“Thank you for taking the time to talk with me on the phone yesterday, especially because I know how busy as you are. I look forward to our meeting next Tuesday at 10 AM and promise to take up no more than 15 minutes of your time.”

## After an Appointment When the Prospect Didn't Buy

“Thank you for giving me the opportunity to tell you about my company's product/service.

## Is your balance way off?

Your account balance, that is. Here's how much money the experts say you should keep in your checking and savings accounts.

## GET IT RIGHT

When you need a new [insert product/service here], I hope you will keep me in mind and afford me the opportunity to provide you with excellent service.”

## After an Appointment When the Prospect Did Buy

“Thank you for giving me the opportunity to offer you one of my company's exceptional products/services.

I am certain you will benefit from our new relationship. If you have any questions about your [insert product/service here], please don't hesitate to contact me immediately.”

## After Someone Gives You a [Referral](https://www.thebalance.com/how-to-get-referrals-2917453)

“Thank you for referring [insert referral name here] to me yesterday. I appreciate you thinking of me and I can assure you that I will provide him/her with the highest quality of service possible.”

## After a Prospect Gives You a Final “No”

“Thank you for taking the time to consider my company's product/service. I regret that we were not able to meet your current needs. Please feel free to call me if your situation changes at any point in the future or if you have any questions. I will keep in touch with any updates, as I hope that we will be able to do business together at some point in the future.”

## After an [Existing Customer](https://www.thebalance.com/selling-to-your-existing-customers-2917338) Buys Again

“Thank you for giving me the opportunity to once again serve you. I trust that we have continued to meet our standards for exceptional service. However, should you have any difficulties at all with your [insert product/service here], please contact me immediately so that I can assist you.”

## On a Customer's Anniversary

“I am writing to thank you once again for being one of our valued customers.

We frequently update our product offerings, so I encourage you to let me know if you have any questions about your [insert product/service here]. If you would like to know about our recent updates, please give me a call.”