

BUYER EMAIL TEMPLATES.

Ready-to-use English emails for reaching international buyers — tested structures from real export sales flows. Built for exporters running their operation on BAZ Export.

Copy. Edit. Send. — Fill the brackets before sending: [Name] · [Product] · [Country]

01

FIRST OUTREACH

Under 120 words. One specific reason why them, one clear ask. The subject line does half the work — never write "Introduction" or "Business proposal".

Cold introduction — second source angle

First touch to a buyer identified in your BAZ Export panel.

SUBJECT

[Product] supply for [Their company] — Turkish manufacturer

BODY

Dear [Name],

I'm [Your name], export manager at [Company], a Turkish manufacturer of [Product]. We supply [type of companies] in [Country / region].

I'm writing to you specifically because [Their company] imports [product category]. Two reasons we may be worth a look as a second source:

- Lead time to [Country]: [X] days, versus [Y]+ from Asia
- [MOQ / certification / capacity fact relevant to them]

Would it be useful if I sent a price indication for the items you buy in the largest volumes? A one-line reply with the product codes is enough.

Best regards,
[Your name]
[Company] — [website]
[Phone / WhatsApp]

TIP

The ask is deliberately tiny — product codes, not a meeting. Small asks get replies; replies start pipelines. Personalize the "specifically because" line from your panel data or the email dies as spam.

After a trade fair / LinkedIn touch

You have a hook: a booth visit, a connection, a mutual contact.

SUBJECT

Following up from [Fair name] — [Product] samples

BODY

Dear [Name],

Good to meet you at [Fair name / context]. You mentioned you were looking at [topic they raised — e.g. alternative suppliers for X].

As promised, here is our catalogue for [Product range] (attached), with the [specific items discussed] marked.

If you send me your typical order quantity and target spec, I'll come back within 24 hours with exact pricing and lead times to [Country].

Best regards,
[Your name]

TIP

Send within 48 hours of the meeting while you're still a face, not a name. Quote back one thing they said — it proves the conversation happened.

FOLLOW-UP

Reply rates peak on the 2nd–4th touch. Every follow-up adds something new — never "just following up". Space them 3–4 business days apart.

Follow-up #1 — add a proof point

3–4 days after the first email, same thread.

SUBJECT

Re: [Product] supply for [Their company] — Turkish manufacturer

BODY

Dear [Name],

Adding one thing to my note below: last quarter we started supplying [reference company / "a distributor in Country"] with [Product], [volume] per month, delivered in [X] days door-to-door.

If a benchmark quote would be useful, the product codes you buy most are all I need.

Best regards,
[Your name]

TIP

Reply in the same thread so your first email travels with it. Three lines maximum — a follow-up longer than the original reads as desperate.

Follow-up #2 — after a quote went quiet

You sent pricing; a week of silence followed.

SUBJECT

Re: Quotation [number] — open questions?

BODY

Dear [Name],

Checking whether the quotation I sent on [date] answered what you needed. Usually one of two things is open at this stage:

1. The spec — happy to send samples so your QC can verify.
2. The commercial side — if the volumes I assumed were off, tell me the real ones and I'll re-price.

Which is it on your side? A one-word reply is fine.

Best regards,
[Your name]

TIP

Name the two likely blockers yourself and let the buyer pick. An unaddressed doubt never becomes an order.

Break-up email — last touch

After 3+ touches with no reply. Close the loop, keep the door open.

SUBJECT

Closing the file on my side — [Product]

BODY

Dear [Name],

I've reached out a few times without luck, so I'll stop here — I know how full a purchasing inbox gets.

If the timing is simply wrong, a one-line "not now" is enough and I'll come back in [3] months with updated pricing instead of chasing you.

Either way, I'll leave our catalogue attached for your records.

Best regards,
[Your name]

TIP

Break-up emails get the highest reply rate of the whole sequence. Log the outcome and the re-warm date in your BAZ Export pipeline either way.

MEETING REQUEST

Ask for a meeting only when there's something to decide in it. Name the agenda, cap the time at 15–20 minutes, and offer two concrete slots.

Video call after positive reply

The buyer answered with interest; move it to a call.

SUBJECT

Re: [thread] — 15 minutes this week?

BODY

Dear [Name],

Thank you — glad this is relevant. Rather than a long email chain, I suggest 15 minutes on a call.
Agenda:

1. Your spec and volumes for [Product] (5 min)
2. Our pricing, MOQ and lead time to [Country] (5 min)
3. Whether a sample order makes sense (5 min)

Would [Tuesday 10:00] or [Wednesday 14:00] (your time) work? I'll send a calendar invite with a video link.

Best regards,
[Your name]

TIP

A numbered agenda with minutes signals you'll respect their time — it doubles acceptance. Always state slots in the buyer's time zone.

Visit proposal — you're in their country

A trip or fair puts you nearby; convert proximity into a meeting.

SUBJECT

In [City] on [dates] — short visit to [Their company]?

BODY

Dear [Name],

I'll be in [City] between [date] and [date] for [fair / customer visits], and [Their company] is on my short list of companies I'd like to meet in person.

Thirty minutes at your office would be enough — I'll bring samples of [Product] so your team can see the quality directly.

Would [day, time] suit you? If another slot in that window is better, I'll arrange my schedule around yours.

Best regards,
[Your name]

TIP

"You're on my short list" flatters without grovelling. Physical samples in hand are the strongest conversion tool an exporter has — always offer them.

PRODUCT PITCH

The buyer asked for details — now structure sells. Specs, commercial terms and next step in scannable blocks. This email travels: it gets forwarded to QC and management, so it must stand alone.

Product presentation with quotation

The full offer — after specs and volumes are known.

SUBJECT

Quotation [number] — [Product], [quantity], [Incoterm] [Port/City]

BODY

Dear [Name],

Thank you for the details. Our offer for [Their company]:

PRODUCT

— [Product], [spec / grade], [packaging]

— Certifications: [ISO / CE / other]

COMMERCIAL TERMS

— Price: [X] per [unit], [Incoterm] [Port/City]

— MOQ: [quantity] · Lead time: [X] days from order confirmation

— Payment: [30% advance, 70% against documents] (first order)

— Validity: [date]

NEXT STEP

Samples can ship this week at our cost — I need only a delivery address. Full quotation attached as PDF.

Best regards,

[Your name]

[Company] — [website]

TIP

CAPS section headers survive forwarding better than formatting, which email clients strip. Validity dates create urgency without pressure — and give you a natural reason to follow up.

Sample shipment notice

Samples are on the way — set up the evaluation and the next call.

SUBJECT

Samples shipped — tracking [number], arriving [date]

BODY

Dear [Name],

Your samples of [Product] shipped today via [courier], tracking [number], expected [date].

The box contains: [list — items, specs, quantities].

May I suggest we book a 15-minute call for [date, ~3 days after arrival] to hear your QC's first verdict? If anything needs adjusting — spec, packaging, labeling — we iterate quickly.

Best regards,
[Your name]

TIP

Book the evaluation call before the samples arrive — otherwise they sit in a corner for a month. "We iterate quickly" positions feedback as normal, not failure.

References close deals that pricing can't. Send them when the buyer hesitates on trust — new supplier, new country, first import. Numbers beat adjectives.

Reference pack — trust building

The buyer is interested but hesitant about a new supplier.

SUBJECT

Who you'd be working with — references & certifications

BODY

Dear [Name],

Since we'd be a new supplier for you, here is the picture in numbers:

- [X] years manufacturing [Product], [capacity] per year
- Exporting to [N] countries, including [most relevant markets]
- [Reference company 1, Country] — [product], since [year]
- [Reference company 2, Country] — [product], [volume] per month
- Certifications: [ISO / CE / other] (certificates attached)

Two of these customers have agreed to take a reference call. If that would help your decision, I'll connect you directly.

Best regards,
[Your name]

TIP

Offering a live reference call is the strongest move — few buyers use it, but everyone reads it as confidence. Get your references' permission first, and never name customers without it.

Case story — after a successful first order

Use a fresh delivery as proof for the next prospect in the same market.

SUBJECT

How a [Country] importer cut lead time to [X] days — [Product]

BODY

Dear [Name],

A short, real example instead of a sales pitch:

A [type of company] in [Country] switched part of their [Product] volume to us in [month]. Result after the first two shipments:

- Lead time: [X] days (was [Y] with their previous source)
- Landed cost: [Z]% lower per unit
- Zero QC rejections across [volume]

Their situation looked a lot like yours: an established supplier, but long lead times tying up stock.

If it's worth exploring what the same setup would look like for [Their company], I'm happy to run the numbers — your volumes are all I need.

Best regards,
[Your name]

TIP

"Their situation looked a lot like yours" is the bridge sentence — it turns a story into a mirror. Keep numbers honest; exporting is a small world and claims get checked.

EXPORTING IS NOT LUCK. IT'S A SYSTEM.

Load these templates into your BAZ Export email flows — the sequence does the following up for you.