**The “Follow-Up” Template**

Subject: Restaurateurs’ Conference follow-up.

Hi [Dave],

My name is [Sam], a [Product Manager] at [Company X]. I met some leading restaurant managers at the [Restaurateurs’ Conference] last night and we spoke about the challenges faced by restaurant managers in [New York City].

After visiting their booths it became apparent to me that their restaurants will be making waves in the city for a long time to come, and I admired their plans for expanding the business into different cities. I was also confident that our inventory management software would benefit them when they scaled.

I’m not sure if you were there but I think you might find our software useful too. Your peers were quite eager to test our product, so let me know if you’re interested and have some free time today for a call and we can get things rolling.

Thank you!