

Commercial BDC Email Templates

One Nexus Group — Dealer & Strategic Alliances

Layer 1: Prospecting & Engagement

Opening or advancing a conversation before a deal is on the table.

1. Known Urgent Vehicle Need

Subject: *We may already have what you need*

Hi [First Name],

I saw you may have an urgent need for [vehicle type/quantity]. We have [X] units in stock or inbound that could match — happy to send specs today if timing matters.

What's your target date to have vehicles in hand?

Best,

[Rep Name]

[Dealership Name] | [Phone]

2. One More Question

Subject: *One quick question, [First Name]*

Hi [First Name],

Thanks for the info so far — one thing I want to nail down before I send options: [specific question, e.g., "will these be used primarily for local routes or longer hauls?"]

That'll help me narrow down the right fit instead of sending you everything.

Best,

[Rep Name]

[Dealership Name] | [Phone]

3. Getting Back in Touch

Subject: *We connected on [date]*

Hi [First Name],

It's been a bit since we last connected. I wanted to see if your fleet needs have changed or if now's a better time to talk.

No pressure either way. I simply want to stay useful when timing's right.

Best,

[Rep Name]

[Dealership Name] | [Phone]

4. Send a Commercial Account Manager to Their Location

Subject: *Worth a quick on-site visit?*

Hi [First Name],

I'd like to send [CAM Name], our Commercial Account Manager, out to walk your lot and get a firsthand look at what's coming due — makes it easier to give you accurate options.

Would [day/timeframe] work for a short visit?

Best,

[Rep Name]

[Dealership Name] | [Phone]

5. Fleet Evaluation for Specific Recommendations

Subject: *Let's put together a fleet recommendation*

Hi [First Name],

I'd like to take a closer look at your current fleet (like ages, mileage, usage) and put together a few specific replacement or upgrade recommendations tailored to your operation.

Can you send over your current fleet list, or should we set a time to walk through it together?

Best,

[Rep Name]

[Dealership Name] | [Phone]

Layer 2: Active Pipeline

Keeping a deal moving once a fleet list or proposal is already in motion.

6. Fleet List Received — Confirming Next Steps

Subject: *Got your fleet list — here's what's next*



Hi [First Name],

Thanks for sending over your fleet list. I'm pulling replacement vehicle options and pricing now — expect that back from us by [timeframe].

Let me know if anything on the list changes in the meantime.

Best,

[Rep Name]

[Dealership Name] | [Phone]

7. Post-Presentation Follow-Up

Subject: *Following up on your options*

Hi [First Name],

Wanted to check in after walking through the proposal. Any questions about the vehicles or pricing we covered?

Happy to adjust anything before you decide.

Best,

[Rep Name]

[Dealership Name] | [Phone]

8. Missed Appointment / Reschedule

Subject: *No worries — let's find another time*

Hi [First Name],

Looks like we missed each other for [day/time] — happy to grab another time whenever works better on your end.

What's a good day this week?

Best,

[Rep Name]

[Dealership Name] | [Phone]

Layer 3: Timing & Incentive Triggers

Prompting action around a specific window — a program deadline, a tax date, or new stock.

9. Manufacturer Incentive / Rebate Alert

Subject: *[Program name] ends [date]*

Hi [First Name],

Wanted to flag that [incentive/rebate program] is available through [date] — could be a good window if you've got vehicles on your radar.

Want me to run numbers on a few units?

Best,

[Rep Name]

[Dealership Name] | [Phone]

10. Year-End / Tax-Season Nudge

Subject: *Section 179 deadline coming up*

Hi [First Name],

With the year winding down, wanted to flag that vehicles purchased before [date] may qualify for Section 179 deductions — worth a look if you're planning any fleet additions.

Want me to send eligible units?

Best,

[Rep Name]

[Dealership Name] | [Phone]

11. New Inventory Match

Subject: *Found something that matches what you need*

Hi [First Name],

You mentioned needing [vehicle type] — we just got [specific unit] in that fits. Want me to send details before it's gone?

Best,

[Rep Name]

[Dealership Name] | [Phone]

Layer 4: Retention & Referral

Staying in the relationship after the sale — reviews, referrals, and lower-commitment re-engagement.

12. Post-Sale Thank You + Review Request

Subject: *Thanks for your business, [First Name]*

Hi [First Name],

Thanks again for choosing [Dealership Name] for your fleet. Hope the [vehicle(s)] are working out well.

If you have a minute, a quick review would mean a lot: [Review Link]

Best,

[Rep Name]

[Dealership Name] | [Phone]

13. Referral Ask

Subject: *Would love an introduction*

Hi [First Name],

Glad we could help with your fleet. If you know another business that could use the same kind of support, I'd appreciate the introduction.

Best,

[Rep Name]

[Dealership Name] | [Phone]

14. Trade-In / Upfit Consultation Offer

Subject: *Worth a look at your current units?*

Hi [First Name],

If a full replacement isn't the right move yet, I can also walk through trade-in value or upfit options for your current fleet — sometimes that stretches the timeline without sacrificing capability.

Want to set up a quick consult?

Best,

[Rep Name]

[Dealership Name] | [Phone]

