

SaaS Upsell Email Template

Subject: 🌟 Loving [Customer's Company Name]'s Success with [Your Product Name]? Level Up!

Hi [Customer Name],

Hope you're having a fantastic week and continuing to see great results with [Your Product Name]! We've been so thrilled to see [mention a specific positive outcome or usage, e.g., "your team streamline their workflow using our collaboration features"].

We wanted to let you in on something that could make your experience with [Your Product Name] even better. As you know, you're currently on our [Customer's Current Plan Name] plan, which is awesome for [briefly mention key benefits of their current plan].

But what if you could [mention a key benefit of the higher-tier plan they'd likely value]?

That's exactly what our [Higher-Tier Plan Name] plan offers! It includes cool features like:

- **[Benefit 1 of Higher Tier]:** (e.g., "Unlock advanced analytics to get deeper insights into your data.") - Imagine being able to [explain the positive outcome of this benefit in one short sentence].
- **[Benefit 2 of Higher Tier]:** (e.g., "Increase your team size to collaborate even more effectively.") - No more bottlenecks when your team grows!
- **[Benefit 3 of Higher Tier]:** (e.g., "Get priority support for faster answers to your questions.") - We've got your back, even faster!

We genuinely believe that these extra goodies in the [Higher-Tier Plan Name] plan could significantly boost [mention a key area of their business or workflow] for [Customer's Company Name].

Curious to see if it's the right fit?

[Friendly & Clear CTA - e.g., "Explore the [Higher-Tier Plan Name] Plan" linking to your pricing page or a dedicated upgrade page]

Or, if you'd prefer a quick chat to see how the [Higher-Tier Plan Name] plan could specifically benefit your team, feel free to book a short call with me here: [Link to your booking system]

No pressure at all – we just wanted to share how you could get even more out of [Your Product Name]!

Keep up the great work!

Best,
[Your Name]
[Your Title] at [Your Company Name]

P.S. We've seen companies like yours [mention a similar positive outcome a similar company achieved after upgrading] after moving to the [Higher-Tier Plan Name] plan!

[List positive reviews here]