

B2B Email Templates for Hotel Supply

Copy-ready email templates for every stage of the hotel procurement cycle

8 TEMPLATES **4** CATEGORIES **B2B** PROCUREMENT FOCUS **100%** CUSTOMIZABLE

How to Use These Templates

Each template is designed for B2B hotel procurement communications. Replace bracketed placeholders with your specific details, customize the body to match your products, and send through your email platform or CRM.

✉ PLATFORM COMPATIBILITY

- HubSpot -- Sequences & Templates
- Salesforce -- Email Templates
- Outreach.io -- Sequence Steps
- Mailchimp -- Campaign Builder
- Any CRM with email templates

📝 CUSTOMIZATION CHECKLIST

- Replace [bracketed placeholders] with specifics
- Personalize opening line per recipient
- Include relevant hotel furniture, FF&E packages, casegoods, seating, beds, desks, lighting, curtains, doors, ceilings, flooring, and cladding for their property type
- Update CTA links to your landing pages
- Add UTM parameters for tracking

💰 B2B BEST PRACTICES

- Keep subject lines under 50 characters
- Personalize with property name and buyer name
- Reference specific hotel tier or project
- Include one clear CTA per email
- Follow up within 3-5 business days

Recommended Email Sequence Timeline

TEMPLATE	TRIGGER / TIMING	CATEGORY	EXPECTED OPEN RATE
Cold Outreach to Hotel Procurement	Initial prospecting	OUTREACH	25-35%
RFP Follow-Up	After RFP submission	FOLLOW-UP	40-55%
Sample Kit Introduction	After initial interest	OUTREACH	35-45%
Trade Show Follow-Up	24-48 hrs after event	FOLLOW-UP	45-60%
Contract Renewal Reminder	90 days before expiry	RETENTION	50-65%
New Product Announcement	Product launch	NURTURE	30-40%
Seasonal Promotion	Pre-season planning	NURTURE	28-38%
Quarterly Business Review Invitation	End of quarter	RETENTION	45-55%

ALL 8 TEMPLATES

- 01 Cold Outreach to Hotel Procurement
- 02 RFP Follow-Up
- 03 Sample Kit Introduction
- 04 Trade Show Follow-Up
- 05 Contract Renewal Reminder
- 06 New Product Announcement
- 07 Seasonal Promotion
- 08 Quarterly Business Review

A Outreach

3 TEMPLATES

TEMPLATE 01

Cold Outreach to Hotel Procurement

SUBJECT: Furniture & FF&E Solutions for [Hotel Name] -- Quick Introduction

COPY EMAIL

Furniture & FF&E Solutions for Your Property

Hi [First Name],

I came across [Hotel Name]'s recent [renovation announcement / expansion project / new property opening] and wanted to reach out.

At Mobica for Integrated Industries, we supply **hotel furniture, FF&E packages, casegoods, seating, beds, desks, lighting, curtains, doors, ceilings, flooring, and cladding** to hotel properties ranging from select-service to luxury. Our clients include [notable hotel brand references] across [region].

Three things that set us apart for hotel procurement:

1. **Commercial-grade specifications** -- designed for high-traffic hospitality environments
2. **Sample kit program** -- we ship customized product samples within 5 business days
3. **Dedicated account management** -- single point of contact from specification to installation

Would you be open to a 15-minute call this week to discuss your Furniture & FF&E needs for [upcoming project / next cycle]?

[SCHEDULE A CALL](#)

[Your Name]

[Your Title]

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TEMPLATE 02

RFP Follow-Up

[COPY EMAIL](#)

SUBJECT: Re: Mobica for Integrated Industries RFP Response -- [Project Name]

Following Up on Your RFP

Hi [First Name],

Thank you for including Mobica for Integrated Industries in your RFP process for [Project Name]. We submitted our proposal on [date] and wanted to follow up.

A few points I'd like to highlight from our submission:

Pricing: Our quote includes volume-based pricing tiers, with additional discounts available for multi-property agreements.

Lead Times: We can meet your [timeline] deadline with current inventory levels. Custom specifications require [X] additional weeks.

Samples: We are ready to ship a curated sample kit to your project team immediately.

I would also be happy to arrange a product demonstration or connect you with references from similar hotel projects we've supplied.

Do you have 20 minutes this week for a brief review call?

[BOOK A REVIEW CALL](#)

[Your Name]

[Your Title]

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TEMPLATE 03

Sample Kit Introduction

[COPY EMAIL](#)

SUBJECT: Your Mobica for Integrated Industries Sample Kit Is Ready to Ship

Curated Sample Kit for [Hotel Name]

Hi [First Name],

Following our conversation about your Furniture & FF&E requirements, I have put together a **customized sample kit** for [Hotel Name].

Your kit includes:

- [Product 1] in [specification/finish] -- our most popular for [hotel tier] properties
- [Product 2] in [specification/finish] -- new for 2026, with enhanced durability ratings
- [Product 3] in [specification/finish] -- our sustainability-certified option
- Full specification sheets and pricing for each product
- Case study from a comparable [hotel tier] installation

The kit ships via [carrier] with tracking and typically arrives within **3-5 business days**.

Could you confirm the best shipping address? I will have it dispatched this week.

[CONFIRM SHIPPING ADDRESS](#)

[Your Name]

[Your Title]

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B Follow-Up

1 TEMPLATE

TEMPLATE 04

Trade Show Follow-Up

[COPY EMAIL](#)

SUBJECT: Great connecting at [Trade Show] -- Next steps for [Hotel Name]

Following Up from [Trade Show]

Hi [First Name],

It was great meeting you at [Trade Show Name] on [day]. I enjoyed our conversation about [specific topic discussed -- renovation plans, sustainability goals, product challenges].

As promised, here is what I am sending your way:

- [Product catalog](#) for our Furniture & FF&E range (attached)
- [Pricing sheet](#) for [hotel tier] properties
- [Case study](#) from [similar property] showing [specific result]

I would also like to schedule a **sample kit** shipment to [Hotel Name] so your team can evaluate our products firsthand.

Are you available for a call [next week] to discuss your [project timeline / procurement cycle]?

[SCHEDULE FOLLOW-UP CALL](#)

[Your Name]

[Your Title]

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2 TEMPLATES

TEMPLATE 05

New Product Announcement

[COPY EMAIL](#)

SUBJECT: Introducing [Product Name] -- Built for Hotel Performance

New Product Launch: [Product Name]

Hi [First Name],

We are excited to introduce [Product Name], our latest addition to the Mobica for Integrated Industries Furniture & FF&E range.

Designed specifically for hotel environments, [Product Name] delivers:

- [Key Feature 1] -- [benefit for hotel operations]
- [Key Feature 2] -- [durability/performance metric]
- [Key Feature 3] -- [sustainability certification]

This product is ideal for [hotel tier] properties undergoing [renovations / new builds / refreshes] and is available in [X] finishes with [lead time] delivery.

Early-order pricing is available through [date]. Request a sample to evaluate in your property.

[REQUEST PRODUCT SAMPLE](#)

[Your Name]

[Your Title]

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TEMPLATE 06

Seasonal Promotion

[COPY EMAIL](#)

SUBJECT: [Season] Planning: Preferred Pricing on Furniture & FF&E

[Season] Procurement Planning

Hi [First Name],

As [Hotel Name] plans for the upcoming [season / quarter], we wanted to share our seasonal procurement program for Furniture & FF&E.

For orders placed before [date], we are offering:

- [X]% volume discount on orders above [quantity]
- Complimentary sample kit for new product evaluation
- Extended payment terms (Net 60) for qualifying accounts
- Priority delivery for seasonal refresh timelines

Many of our hotel clients use [season] as the optimal window for Furniture & FF&E refreshes, aligning with [off-peak occupancy / annual budgets / brand standard updates].

Would you like to schedule a planning call to review your requirements?

[PLAN YOUR SEASONAL ORDER](#)

[Your Name]

[Your Title]

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2 TEMPLATES

TEMPLATE 07

Contract Renewal Reminder

[COPY EMAIL](#)

SUBJECT: Your Mobica for Integrated Industries Agreement -- Renewal in 90 Days

Contract Renewal: [Hotel Name]

Hi [First Name],

Your Mobica for Integrated Industries supply agreement for [Hotel Name] is up for renewal on [renewal date].

Over the past [contract period], here is what we have delivered:

- [X] orders fulfilled with [Y%] on-time delivery rate
- [Product performance metric] across your installed base
- [Z] dedicated support interactions with [satisfaction score]

For your renewal, I would like to discuss:

- Updated pricing for your current volume levels
- New products added to our Furniture & FF&E range since your last order
- Multi-year agreement options with enhanced terms
- Expansion to additional properties in your portfolio

Could we schedule a renewal review call in the next two weeks?

[SCHEDULE RENEWAL REVIEW](#)

[Your Name]

[Your Title]

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TEMPLATE 08

Quarterly Business Review Invitation

[COPY EMAIL](#)

SUBJECT: Q[X] Business Review -- Mobica for Integrated Industries + [Hotel Name]

Quarterly Business Review

Hi [First Name],

I would like to invite you to our **Q[X] Business Review** to discuss our partnership and plan for the quarter ahead.

Proposed agenda:

1. **Performance Review** -- Order history, delivery metrics, product performance
2. **Product Roadmap** -- New Furniture & FF&E products launching in Q[X+1]
3. **Cost Optimization** -- Volume consolidation and pricing review
4. **Upcoming Projects** -- Renovation pipeline and procurement planning
5. **Feedback** -- Service improvements and process optimization

I have prepared a performance dashboard for [Hotel Name] covering the past quarter. The call typically runs 30-45 minutes.

Please select a time that works for your team:

[BOOK QBR MEETING](#)

[Your Name]

[Your Title]

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