

# THE ROASTER DIDN'T REPLY?

## HOW YOU CAN GET THEM TO WRITE BACK



### Best practices from Algrano's top sellers to improve your communication (and volumes) with buyers

Of all the messages producers send to roasters on the Algrano platform, **only a third get a reply.** This is despite the fact you can only message roasters who already ordered a sample, and that every roaster receives an email when you write to them. and receives a message after the order.

Roasters cup lots of samples before choosing a coffee. Sometimes more than 10. And just because they ordered a sample from you, it doesn't mean their interest is strong.

Roasters tend to reply more often when they **mark the sample as a match: 40%** of the messages get a reply in this case. This climbs to **56% when the roaster actually buys** the coffee and receives a message after the order.





## A few replies can still bump your volume

There's nothing unusual about these numbers. Roasters get approached left and right by people trying to sell them coffee, and not everyone gets a reply. Producers shouldn't feel demotivated by this.

A low reply rate doesn't mean we can't do anything about it. Sometimes, all it takes to bump your volume is one roaster.

The successful sellers on Algrano also get replies to a third of their messages. The difference is that they **reach out a lot more** than the average. We're talking about **10 to 30 times more messages**. Dozens of roasters engage and the producer has more chances to convert them.

Looking into the producers who get the most replies, we noticed they have some things in common. This is what they do...

# BEST PRACTICES FROM ALGRANO'S TOP SELLERS

## 1. They message everyone who marked the sample as a “match” within 1 day

This is a strong sign of interest and it means you're more likely to get a reply. But you have to be fast and write to the roaster within 1 day, when they're still “warm”.

Producers who do this are **quick at messaging overall**. They write to roasters who ordered samples **between 10 and 20 days of the sample being shipped**, something you can see in your account.

Our sales team recommends moving even faster, writing to roasters **between 1 and 2 weeks** after the sample is shipped.

Successful producers also message roasters who mark the samples as “**no match**”, as this helps them understand how the market perceives their coffee.

Hey

Exciting news – the roaster has marked your coffee as a match!

If you like, you can now reach out to the roaster with a direct message on the platform.

 [Translate to English](#)



## 2. They personalise the message to each roaster

Probably the most important thing you can do. Personalised messages **address the roaster by their name**, not just saying “hello”. This shows you’re **not copying and pasting the same generic message** to everyone. It also shows you know who you are talking to.

Personalised messages also **mention the coffee sampled** and/or ordered by name. You can also make a **reference to the country** where the roaster is based (as in “I never thought I would see my coffee in France”)

Some producers will even pick words used by roasters in conversation (such as, “let me send you a sample of a more extravagant coffee, as you put it”) and add emojis to more humorous messages (“oh, no! The sample refills haven’t arrived yet – sad face”).

Hi John,  
**You received a new message**

Hi John, This is Michael from Coffees Coffees thank you for requesting sample of our Natural anaerobic couple of months ago 🙌. I hope you liked the samples.

we are closing our next shipment to the US (US###) in 9 days (July 25th) and I wanted to give you a quick heads-up so you don't miss out on this fresh crop before the deadline, if you find the coffee a match for Broadsheet I would love you to check the offer, This is the link of the coffee:

<https://www.algrano.com/en/products/>

If you have doubts / questions / comments regarding the coffee or anything else it will be a great pleasure to chat. I'm Looking forward to your feedback.  
Regards,



### 3. They write in the roaster's language (or in English)

Whenever you open a chat to a new roaster, you'll see a flag showing where they're based. And yes, the platform has an autotranslate feature, but that makes a lot of mistakes. We suggest using AI tools, as they give you a very good translation in seconds.

Using the roaster's language signals a few things: **familiarity** with their culture, **effort and care** in making communications easier, not to mention **confidence**.

### 4. They send brief harvest updates

Experienced producers know that the harvest is a great time to speak to roasters. They rarely receive direct information from origin. **Pictures of the new harvest**, plus a few paragraphs about the expectations for volume and quality, plus an overview of the local market, are valuable attention grabbers.

I'm here for any doubt. Cheers and good weekend. BTW, look at these beautiful coffees that are in the last stage of drying, almost ready to be shipped!





## 5. They share links to offers

This may be the link of a coffee they bought before or something new. In this case, it works better when you know the roaster's taste profile or if they buy certified coffee.

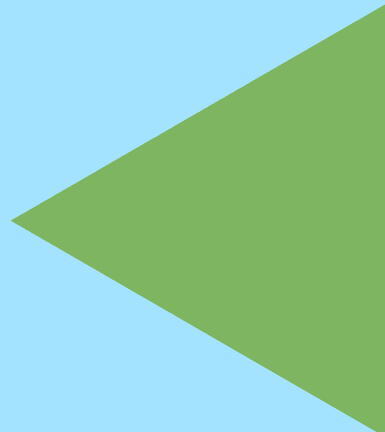
Some producers will even share the link to the offer of the lot the roaster just sampled, adding links that lead to more information about the coffee. If you use dynamic pricing or volume discounts, you can tell the roaster about it here.

## 6. They always have a call to action

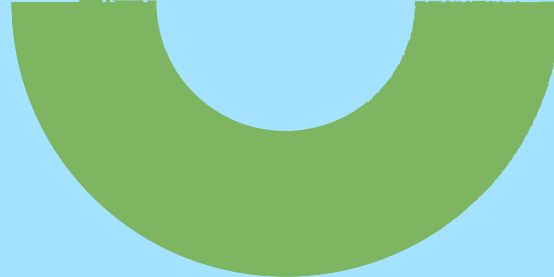
A call to action isn't simply "let me know what you think" or "I would love to get feedback". You must make a specific request or provide something the roaster can read, download, or order. This creates a reason to follow up.

Common calls to action are a request to book an online intro call, a link to a special/exclusive offer, marketing materials, etc. It can also be an invite to join an auction, or a link to your harvest update.

Hi Michael How are you? I saw that you requested samples of some of our Tabi Natural, Aji Natural and Blend Natural Diego Horta, Thank you for that. The offer of [Yiver Vargas Semi-Washed Double Fermentation CO\\_3122133323231322251](#) is a SPOT offer, giving you :D the chance to purchase them in a practical way. Also, there are other Spot offers that I'd love you to see and request samples if they catch your eye:







## 7. They research the roaster

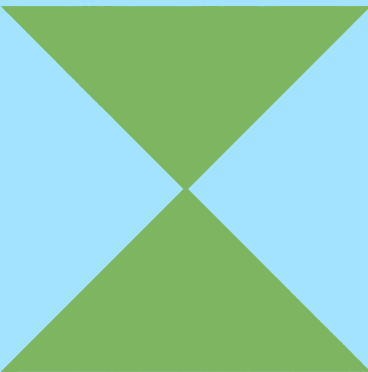
Pre-outreach research is the best way to tailor the message. You'll get the name of the green buyer from the sample order, so you can learn what they are about, what the company stands for, what kind of coffees they buy, etc.

You can write your message referencing something you read about them, what you have in common, their sourcing principles, etc.

## 8. They name-drop an Algrano sales manager

You know each region in Europe and the USA has a sales manager at Algrano. They speak regularly to certain roasters, as much as capacity allows. Name-dropping someone from our team makes the conversation instantly more familiar to the roaster, because there's someone in common you know.

Her is the link to the offer, Emma knows





## 9. They offer something which might help the roaster

Photos, coffee information, useful links, sustainability data... Successful producers give roasters material that helps them promote the coffee before they even ask.

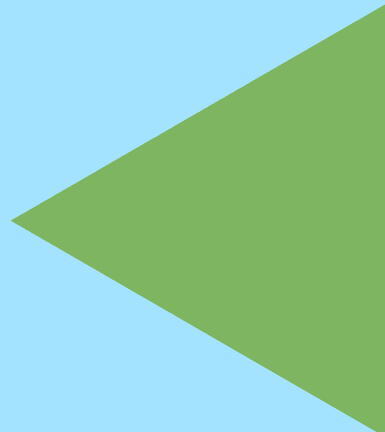
Some producers also share full offer lists with coffees that are not listed on the marketplace. If a roaster is interesting, you can send a list of other coffees you produce to peak their interest. This is especially helpful if they already bought a coffee. All coffees should have an FOB price.

## 10. They message the roasters via other channels too

Not every roaster checks their Algrano account regularly, and it's easy to forget there's a message waiting in the inbox. Some roasters are more active on Instagram and LinkedIn. If you didn't hear back from them on the platform, message the roaster on their social media.

You can always ask for their work email and even their phone/WhatsApp number, though it's more natural for the conversation to move to these channels after they bought a coffee.

Hey John, all well? Our new Honduras harvest is ready and we can now share samples. I attach an offer list (there is more...). Let me know if interested please, or if you need any additional info. Kindly, Michael





A person is shown from the back, looking at a smartphone. The phone screen displays a WhatsApp chat interface with a profile picture of a person and some text. The background is a solid green color with a large, light blue geometric shape (a triangle pointing downwards) on the right side. The title 'THINGS TO AVOID:' is written in bold, dark blue letters on a light blue rectangular background at the top left.

## THINGS TO AVOID:

- Sending the same generic message to everyone.
- Jumping straight into a sales pitch, with messages like “would you like to buy 100 bags of this coffee?” or “When do you want to place your order?”.
- Not saying hello or introducing yourself before asking a question.
- Writing only “Hi. How are you?” and nothing else.
- Making an emotional pitch when the roaster only ordered a sample, like “your order makes it possible for us to support the community” or “We would love to provide you with the opportunity to change lives”.
- Being pushy overall and asking for roasters’ WhatsApp number multiple times, even after they said they prefer talking through the platform.

# MESSAGES THAT GOT QUICK REPLIES

## OPENING TYPE

### Producer follow-up on auto "match"

## FIRST MESSAGE

Hi [roaster name], great to hear that you liked our sample! In the link below you can read more about our farm where this coffee was prepared. There are currently still 8 bags available. Let us know if you want to book a few or you can also do so online. Kind Regards from [producer country]!

## WHY IT WORKS

Reacts to the specific match and gives two easy paths to act (reply here, or book online) instead of just one vague ask. Mentions coffee that the roaster can buy without being pushy.

### Genuine opener

Hi [roaster name], Algrano informed us that they will be using some of [coffee name] on HOST in Milan, which you bought from us and then roasted. We're very proud to be a part of this event and want to thank you for your trust in us and for buying one of our coffees. Please let us know if you want any information or photos from [farmer name], or from [the cooperative]. Here is a link to [farmer's name] profile. Ah, next year we will travel to WOC and it would be wonderful to meet ! Looking forward, [producer's name]

Specific, with a real hook (their coffee is being featured at a real event) instead of a generic thank-you. Credits the named farmer directly and sends his story. Ends with a future touchpoint (WOC) rather than a vague "let's stay in touch". Reads like an update from a person who's tracking this account, not a template.

### Funny / personality

Hey [roaster name]! How are you? Hope it's everything great! I'm reaching you out because we already have our fresh crop lots available here on the platform... We have some great (crazy LOL) microlots this season! Thank you very much and feel free to reach me anytime if you need anything else, ok? My Whatsapp is [number]1. Cheers and my kindest regards! [Producer's name]"

"(crazy LOL)" dropped mid-sentence about microlots makes the message more lighthearted and adapts to the tone the roaster uses in their own communications. Reads as friendly instead of too "professional".

# MESSAGES THAT NEVER GOT A REPLY

## PROBLEM TYPE

### Pushy / oversell

## FIRST MESSAGE

hi [roaster] how are you? We at [cooperative] are extremely happy with your purchase, I'm sure we will make a transparent and successful partnership! this lot still has a balance of 50 bags of 30 kg and I would like to know if you are not interested in purchasing the rest of the lot! feel free to argue about what needs to be done so that we can make the sale! I thank you in advance for your interest and support!

## WHY IT FAILS

Went from thank-you to a hard upsell in two sentences. The message puts pressure on closing the deal, not on building the relationship.

### Too emotional / guilt framing

Hello [roaster], Greetings from [producing country] :) How are you doing? I am so thankful that you ordered samples from our coffee. Would you please let me know what do you think about this coffee once you have tried it? I hope that we can do business together and by doing so, we can also positively change lives here and there through a delicious cup of coffee. Thanks so much, [producer's name]

The roaster only ordered a free sample, so framing that as an opportunity to "change lives" is a mismatch of stakes: it puts moral weight on a low-commitment action, which reads as pushy rather than sincere.

### Says nothing

Olá, tudo bem? estou muito feliz de poder servir esse lote a você.

("Hi, all good? I'm very happy to be able to serve this lot to you.") There's no question, no next step, no information about the coffee, nothing for the roaster to reply to.