

Will's B2B sales cadence

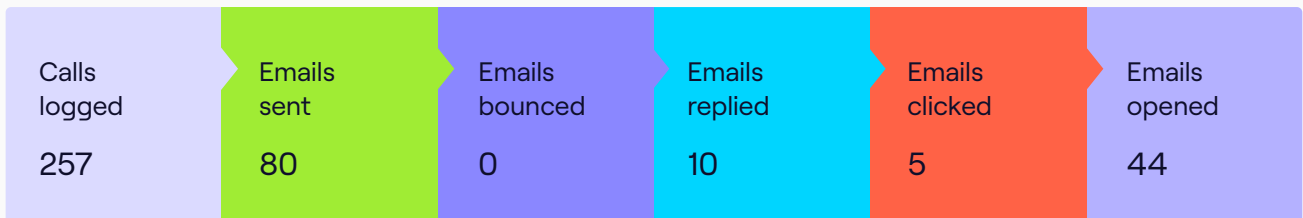
Work smarter and sell faster with Cognism.



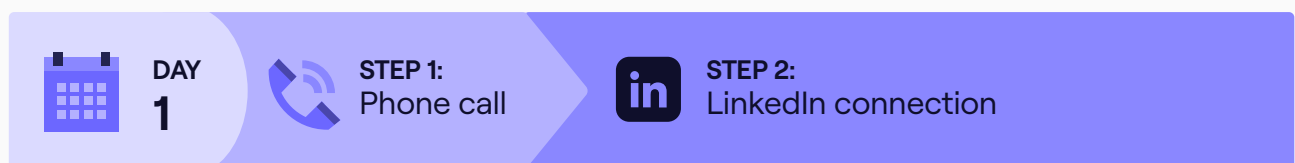
Audience
SaaS/tech companies

Objective
Lead generation

Cadence results



Cadence breakdown



New message

Type a name or multiple names

Hi (first name)

I have seen you have been engaging with some of our sales-related content on LinkedIn.

It would be great to connect and find out more about how we have been able to assist you.

All the best,

William

William Gay (He/Him) · 1st

Raising Funding for my Stealth Startup

London, England, United Kingdom · [Contact info](#)

500+ connections

406 mutual connections: Alex Moss, Udi Ledergor and 404 others

[Message](#) [More](#)

Stealth Mode

University of Exeter



DAY
2



STEP 3:
Phone call



STEP 4:
Personalised email

To:

Cc:

Bcc:

Subject: **Cognism**

Hi (first name),

William from Cognism here.

I'm reaching out because you downloaded some content relating to sales from Cognism via LinkedIn.

I had a look at your company and I can see you work with (company name) already. In essence, Cognism speeds up the process of acquiring more high-value clients just like these.

I hope you have enjoyed the content we have shared so far and are open to discuss how Cognism could assist you further.

I understand if not and either way it would be great to know that we have been able to help in some way. Please let me know if you have 10 minutes for a phone call.

All the best,

William



DAY
3



STEP 5:
Phone call



STEP 6:
Personalised email

To:

Cc:

Bcc:


Subject: **Re: Cognism**

Hi (first name),

As someone who is interested in our sales content, I thought I would let you know that the use of video in email's increases responses rates by 26%. See the study here.

Watch this for 23 seconds:

<https://share.vidyard.com/watch/7k2VR9i6B3k7mPHECWVGhM>

Do you have time for a phone call? 

Best,

William



DAY
5



STEP 7:
Phone call





DAY
6



STEP 8:
Personalised email

To:		
Cc:		
Bcc:		
Subject:	Re: Cognism	

(first name),

Following on from my last email, I thought I would share another statistic with you.

Salesforce said that it typically takes 6-8 touchpoints to initiate a conversation with someone.

That seems about right because this is touchpoint 8 and you haven't replied yet 😊

Hopefully, I'm not being too persistent here...

Do you have 15 minutes to discuss your interest in our sales material and to find out if Cognism could assist you with getting direct contact details for key decision-makers in your chosen verticals?

Best,

William



DAY
8



STEP 9:
LinkedIn InMail

New message		
Type a name or multiple names		

Hi,

I'm not sure if my emails are landing in your spam, but I have been trying to reach you over the phone as well for the last week. Do you have time to discuss your interest in our white papers on sales?

Best,

William



William Gay (He/Him) · 1st
Raising Funding for my Stealth Startup
London, England, United Kingdom · [Contact info](#)

500+ connections

406 mutual connections: Alex Moss, Udi Ledergor and 404 others

[Message](#)

[More](#)



DAY
9



STEP 10:
Phone call



STEP 11:
Personalised email

To:		
Cc:		
Bcc:		
Subject:	Re: Cognism	

Hi (first name),

Perhaps I haven't provided enough value to you yet over email.

Here is the cadence from our outreach to over 70,000 prospects which helped us grow to \$7M ARR in 3 years.

I was wondering if you have worked out what step you are at?

Best,

William



DAY 11



STEP 12:
Phone call



DAY 12



STEP 13:
Personalised email

To:		
Cc:		
Bcc:		
Subject:	Re: Cognism	

Hey (first name),

I have been trying to reach you, probably a bit too persistently, over the last couple weeks but I haven't been able to get a hold of you.

I thought I would give you the low down on why I was reaching out and leave the ball in your court.

Cognism has 400 million GDPR compliant profiles with direct emails, phones and more which you can segment down to find your ideal customers.

This allows you to cut through the noise and get straight through to decision-makers that you want to talk too.

This can be especially helpful with the current WFH era.

Anyway, as I said, the ball's in your court if you are interested just let me know. 😊

Best wishes,

William

Find out how Cognism can change
the way you do email marketing.

Book your screen-share today