



Webinar



Podcast



Event

The secret formula to a winning cadence

Thursday 3rd December

Please submit questions throughout

Our Panel



MISHA JESSEL-KENYON
Enterprise Account Executive
SalesLoft



ASHLEY CORLETT
Business Development Executive
Cognism



HARRY HINDESS
Sales Development representative
SalesScreen

Agenda





1. The core do's and don'ts to building multi-touchpoint cadences



The Do's:



TYPES

Phone & Email Are No Longer Enough

- Using Multi-Media increases contact rates by **161%**

TOUCHES

More Attempts Means More Responses

- Optimal Outbound Cadence had Up to **14** Touches

DOUBLE TAP

You Need to Double Tap

According to SalesLoft

What is the **Double Tap**?

- Call -> email = higher success
- 80% of the top 100 cadences we looked at (out of a sample of 3.4 million) started with a call followed by an email
- *Do both on the first day of contact*

The Do's:

React to re-engagement – don't just sit and wait



Prospect opens old email – in this case, 2 from the same sequence - **REACT**

1 month ago United Kingdom

Oct 12 3:20 PM
You sent an email to prospect [REDACTED]
Re: agent sales competitions [View](#)

Oct 12 2:59 PM
Prospect [REDACTED] opened agent sales competitions
Step #4 (Manual Email) of UKI Estate Agents
2 months ago Hackney, ENG

Oct 12 2:59 PM
Prospect [REDACTED] opened ready for a demo?
Step #6 (Manual Email) of UKI Estate Agents
2 months ago Hackney, ENG

Oct 13 3:01 PM
You sent an email to prospect [REDACTED]
Re: agent sales competitions [View](#)

Oct 13 2:56 PM
You attempted to call [REDACTED]
Duration: 00:00:34, Disposition: Left Voicemail, Outgoing Phone Number: +

Oct 13 2:55 PM
You received an email from prospect [REDACTED]
RE: agent sales competitions [View](#)

Oct 13 2:54 PM
Prospect [REDACTED] opened Re: agent sales competitions
1 month ago Hackney, ENG

Oct 13 2:52 PM
Prospect [REDACTED] opened Re: agent sales competitions
1 month ago Hackney, ENG

Oct 13 2:26 PM
Prospect [REDACTED] opened Re: agent sales competitions
1 month ago Hackney, ENG

Oct 13 10:32 AM
Prospect [REDACTED] opened Re: agent sales competitions
1 month ago Hackney, ENG



The Do's

- Personalisation – how to stand out in a competitive landscape
- Don't be afraid to bring some humour into your messaging – be creative
- Demonstrate a willingness to add value to a prospect
- Include Vidyard video messages in your cadences

The Don'ts

- Don't worry about making it perfect straight away – start using & testing your cadence, then make adjustments as you see results.
- Don't be afraid to skip a step if it doesn't feel right, cadences are there to give you structure but you can still remain agile.







2. Strategies that work



2 Sequences: 1 decision makers, 1 influencers



 Below the line 8 Steps by Interval	2 Due	210 Active	64 Paused	1 Failed	234 Bounced	775 Contacted	62% · 16% · 7.7% Opened / Clicked / Replied	 
 Video Decision maker cluster 13 Steps by Interval	11 Due	348 Active	19 Paused	119 Bounced	552 Contacted	66% · 13% · 6.3% Opened / Clicked / Replied	 	

Below the line

Automate, personalize to persona not individual, use Video to solve their common problems.

Decision Maker

Less automation, more high-level problem solving, personalize to individual, use video to solve their common problems.

WHY?

- Create conversation around your solution internally
- Create champions internally
- Gather information on the company



3. How to test and optimise your cadences

4. How to measure and track the results



Testing, Optimising, Measuring, Tracking



- Look for the step that is driving opportunity
- Don't get hung up on clicks & replies



- A/B test as much as possible
- Adapt as you go & trust the data you get



- Automate steps to improve efficiency
- Hone in on what works



5. Creating cadences for C-suite Executives



Get Feedback from your own CEO / C-level



I have a lot of SDRs reaching out to me, and from time to time I might see something that makes me think one more time. Today it was email #6 in a chain:

Hello Sindre,

We've put together all the key info that we usually discuss on an initial call with our potential partners in the form of a Starter Pack PDF presentation. Time is precious so if you don't have any slots for a chat at the moment, you can check it out when you find a free minute.

Would you like me to send it to you?

Have a good one,

Simon

Unfortunately, he asks if I want to see it and I have to reply (which I won't), but if it was there, I would probably have opened it.

Could be something to consider as an email far down the chain

My take using my CEO's feedback:

call info

1



Harry Hindess

Mon 16/11/2020 09:52

To:



SalesScreen_com.pdf

3 MB

Laura, understand you are busy so I've put together all the key info for you that we usually discuss on an initial call with our potential partners here as a pdf. Time is precious so if you don't have any slots for a chat at the moment, you can check it out when you find a free minute.

If you do end up flicking through it - let me know if you would be open to more information or any feedback, good and bad.

Best, Harry

Creating cadences for C-suite Executives



- It varies depending on size of organisation
- Earn the right to target executives at large companies organisations
- Always go low before going high for hard-to-reach executives



- Focus on the pain points
- Keep your messages short and simple
- Be persistent. It will take some time for a CEO to reply



6. Tips on adjusting your cadences during the pandemic





7. How to make your cadences unique





Audience Questions



Useful resources

COGNISM GUIDES

[The ultimate B2B prospecting cadence](#)

[Building a winning cadence for CEOs: Cognism's guide](#)

[How to build a winning cadence for sales leaders](#)

This webinar has been recorded.

A link will be sent out later along with a copy of the slides.

For more resources on scaling sales,
visit: cognism.com/blog