Cosmic Growth

The Ultimate Outbound Sales Cadence

Generate more pipeline using this 30 touch sales cadence

Day 1

Touch 1: Send LinkedIn connection request – refer to something interesting about their profile.

Touch 2: Send customized email offering a piece of content.

Touch 3: Call (ideally their mobile but if not available then office line).

Touch 4: If no answer, leave a voicemail referring to your email.

Day 3

Touch 5: Comment on one of their social posts with something thoughtful.

Touch 6: Call (If no answer, leave voicemail referencing your last email).

Touch 7: LinkedIn Voice Note (If connection request is accepted).

Touch 8: Send an automated reply to your Day 1 customized email asking for feedback.

Day 5

Touch 9: For warmer leads, send SMS or WhatsApp.

Touch 10: Bump LinkedIn voice note asking for feedback.

Touch 11: Call.

Day 10

Touch 12: Email – customized asking for interest in a relevant customer story.

Touch 13: Call.

Touch 14: LinkedIn – Ask for interest in a customer story.

Day 12

Touch 15: Send automated bump email asking for feedback on the customer story.

Touch 16: Call.

Touch 17: Send customized direct mail to their office.

Day 15

Touch 18: Email with a 1-minute video sharing screen on something relevant to them.

Day 18

Touch 19: Automated reply email for feedback on the video.

Touch 20: Call and leave a voicemail.

Day 21

Touch 21: LinkedIn – Share link to the customer story.

Touch 22: Email asking for interest in a piece of content.

Touch 23: Call and leave voicemail.

Day 24

Touch 24: LinkedIn engagement – like and comment on any new posts.

Day 27

Touch 25: Automated email reply linking to content offered previously.

Touch 26: Email asking if they received the direct mail and linking to content.

Touch 27: Final SMS or WhatsApp mentioning email.

Day 30

Touch 28: Email asking for feedback on your approach.

Touch 29: Call and leave voicemail asking for feedback on your overall outreach approach.

Touch 30: LinkedIn asking for feedback on your overall outreach approach.