






Outbound Sales Cadence

An outbound sales cadence is a sequence of diversified outreach steps to increase your chances of connecting with a prospect to begin a meaningful conversation. The following is a description of a five-touch cadence you can use in your prospecting efforts. The copy/scripts for each activity within the cadence is provided below the cadence outline.

Cadence Outline

	Week #	Activity	Description
	1	Email #1	<p>You can use an email service, such as MailChimp or Constant Contact, to send emails in bulk, or you can use your own email account to send them on a one-by-one basis.</p> <p>If you get a response to this email, you should end the cadence here.</p>
	2	Phone Voicemail	<p>If you don't get a response to email #1, follow up in 7 days with a phone call. Use the script below for your voicemail.</p> <p>If you reach the prospect, you should use the phone script from week 4 and end the cadence here.</p>
	3	Email #2	<p>If you don't get a response from your voicemail, follow up in 7 days with email #2. This email is meant to be a text-based message.</p> <p>If you get a response to this email, you can end the cadence here.</p>
	4	Phone Script	<p>If you don't get a response to email #2, follow up in 7 days with a phone call. Try to get the prospect on the line. You may need to try multiple times (try different times of day).</p>
	5	LinkedIn Connection Request	<p>Send the prospect a connection request through LinkedIn. You can do this even if you are able to reach the prospect through one of the above sequences.</p>

Email 1 (Week 1)

Subject: 5 Benefits of Unified Communications

Hello ##First Name## -

What if you could improve productivity and streamline communications for your teams? With the right unified communications as a service (UCaaS) solution, you can:

1. Communicate anywhere, on any device
2. Leverage smarter team collaboration
3. Integrate operational and communication systems
4. Shift from capex to opex
5. Enhance your cloud-based security

UCaaS—including services like Cloud Voice and Hosted PBX, business SMS, Web Conferencing, and more—give you the flexibility to work smarter, not harder.

If you're ready to outperform the competition with UCaaS, we're here to help. Give the <<Your Company Name>> team a call at <<Your Phone Number>> or visit <<Your Website>> to learn how you can use elevated, unified communications to empower your employees and drive business performance.

Outbound call with voicemail (Week 2)

Hi <<Prospect Name>>, this is <<Your Name>> from <<Your Company Name>> following up on an email I sent last week. I work with a lot of companies like <<Prospect Company Name>> and what we've found is that their current communications systems aren't keeping up with their needs, especially when it comes to collaboration and remote working. Do you have 15 minutes to learn about how a unified communications as a service (or UCaaS) solution can cost-effectively make employees more productive and drive business performance?

Email 2 (Week 3)

Subject: You don't have to live with communications inconveniences

Hi <<First Name>> -

Dropped calls. Having to switch between different applications to connect and collaborate. Systems that tie you to your desk. These all add up to waste a lot of time and impede your ability to conduct business. But budgets are tight and you may think that the robust capabilities and high quality that large enterprises enjoy are out of your reach, so you live with what you think you can afford.

The good news is that you can do better—much better. With unified communications as a service (UCaaS) from <<Your Company Name>>, you can get a high-quality communications (voice, video, messaging, and collaboration) platform for anywhere access, streamlined administration, all at a cost that works in your budget. To see exactly what you can get, and how it will empower your team and drive business performance, contact us as at <<Your Phone Number>> or visit <<Your Website>>.

Regards,

<<Your Name>>

<<Your Contact Info>>

Outbound Call (Week 4)

Hi <<Prospect Name>>, this is <<Your Name>> with <<Your Company Name>>. I work with a lot of companies to help them improve collaboration, innovation, and information-sharing. I'd like to schedule some time to show how you can increase the efficiency and productivity of your internal and external teams with a feature-rich, cloud-based communications solution.

Q1:

Our customers have improved their calling, webinar, meeting, fax, and other communications capabilities. Do you currently have a unified communications solution in place?

YES

NO

Great! How's everything working? Any issues with the quality of service or your experience?

I'd like to show you how, with our solution, you can provide more capabilities with a simpler, more productive form of communications. **Move to CLOSE**

Answer 1:

We're happy with our current services

Move to Q2

Answer 2:

Things could be better

Move to CLOSE

Q2:

That's great. Are you currently getting both phone service and collaboration tools together in one system to save costs and streamline administration?

Answer 1:

Yes, I am in great shape and have all I need to succeed

Move to REBUTTAL

Answer 2:

Unsure, I guess things could be better

Move to CLOSE

REBUTTAL:

<<Prospect Name>>, I talk to a lot of companies just like you who think about their communications system in terms of the capabilities offered. But what they don't always consider is quality, uptime, and the effort to manage the system. Are you free on <<suggest day and time>> to discuss how you can get the features you want—including some you may not be getting today—while ensuring reliability, streamlining your administrative burden, and keeping it all affordable?

CLOSE:

Are you open on <<suggest day and time>> to learn how you can improve communications and collaboration for your teams?

YES: Great. I'll send a calendar invite for us to explore your business needs.

No, I'm not available then: No worries. When are you free for us to connect and review?

LinkedIn Connection Request (Week 5)

Hi <<Prospect Name>>, I work with companies like <<Prospect Company Name>> to improve their business communications. I'd like to share insights on how we're seeing companies leverage smarter team collaboration while improving quality and uptime and enhancing cloud-based security.