

Sequence A

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|------------------|---|
| Step 1 Day 1 | Run prospect through our DNC Research prospect |
| Step 2 Day 2 | Send LinkedIn Connection Request |
| Step 3 Day 2 | Phone Call - Leave Voicemail |
| Step 4 Day 4 | Manual Email |
| Step 5 Day 6 | Send LinkedIn Message |
| Step 6 Day 6 | Phone Call - Ghost Call |
| Step 7 Day 8 | Auto Email |
| Step 8 Day 9 | Phone Call - Leave Voicemail |
| Step 9 Day 11 | Send LinkedIn Message |
| Step 10 Day 12 | Manuel Email |
| Step 11 Day 12 | Phone Call - Ghost Call |
| Step 12 Day 14 | Auto Email |
| Step 13 Day 14 | Phone Call - Ghost Call |
| Step 14 Day 16 | Auto Break-up Email |

Sequence B

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|------------------|---|
| Step 1 Day 1 | Run prospect through our DNC Research prospect |
| Step 2 Day 1 | Manual Email |
| Step 3 Day 2 | Phone Call - Leave Voicemail |
| Step 4 Day 2 | Manual Email |
| Step 5 Day 3 | Send LinkedIn Connection Request |
| Step 6 Day 4 | Phone Call - Ghost Call |
| Step 7 Day 5 | Manual Email |
| Step 8 Day 7 | Phone Call - Leave Voicemail |
| Step 9 Day 8 | Auto Email |
| Step 10 Day 10 | Manual Email |
| Step 11 Day 14 | Auto Break-up Email |

Ideas behind sequence structure

When talking about sequence creation, there is a lot out there on what works and what doesn't. Best practices that contradict themselves from recommendation to recommendation and site to site. So what is best?

Well, much like anything in sales, there is no smoking gun. What makes a sequence successful is really about identifying what works best for your reps approach and the prospects that you are targeting. To say that all sequences should be 'x' steps over 'y' days simply doesn't work anymore. Consider the effectiveness of the standard sequence to the old way we prospected. Results dwindled because everyone was doing the same thing in the same way and that is where the prospect will always drop off.

So where does one start when talking about building a sequence?

A good start is by identifying your target market. Who are they? What do they do? What outreach channels work best? Learning about the best way to connect with your market will dictate what type of steps to include.

If we are trying to find out how many steps should be included over what period of days there is a lot to consider. If you are focused on executing an account-based strategy, then there is no rush to front-load your sequence. With an account-based approach, we are working on building a relationship(s) with prospects. We don't need to spray and pray. We can be much more tactful and intentional about this type of outreach. If you are using a more lead-based approach where the prospects are abundant then it might make sense to have a front-loaded sequence. This is the best way to connect with prospects, though not necessarily the best way to build rapport.

The length of a sequence will be dependent on your lead/contact depth. If you are running thin on prospects then you would benefit from going over the standard 20-day sequence.

A sequence isn't just a place to organize, but more so, a place where you can win.

One thing that should be consistent across all sequences (so long as it isn't a follow-up sequence) is that the first step needs to be about research. In this step, we need to identify a strong reason for reaching out where we can demonstrate relevance and connecting them with our value proposition.

To nail the most optimized and effective sequence you need to run a multitude of tests. Luckily, we get some really great insights/metrics on most platforms so this will give us good direction. There are a couple of ways to go about testing as you want to figure out, not only the right cadence but what is hitting the mark from a content standpoint. So you can build a sequence, run a handful of prospects through the said sequence and evaluate the results.

If you feel that the results are not where they need to be you can tweak the first sequence where you see areas to improve and wait for the 2nd round of results.

This takes a fairly long time to generate necessary results but you will see progress over time. Another option is to build out multiple sequences at one time, add prospects to each and see which performs best. Then fully invest in the 'winning' sequence.

As an example, and in a situation where we want to evaluate the content, you could build out 4 sequences all with the same steps. The only difference is the theme in the outreach based off of the content included. Maybe one sequence is all about how our product can save them money while another sequence could be specific to savings on time. Check the results, grade the responses and let data drive you but don't forget about your reps insights. Their feedback should be considered similarly to and standard sequence metric.

One caveat to the above, it is important that each 'test' is done at an individual SDR level as one's performance impacts the results greatly.

If your sole focus is the number of sales activities your reps do in a day then we can look at using sequences through a different lens.

It might be beneficial to build out a few different sequences by territory allowing our reps to execute certain tasks during certain time periods (I know we can filter by time zones / locations but I have found dedicated sequences to work best). Something else that can work is having a few different sequences with varying schedules where tasks are bunched alternately. Say we have one sequence where it is front loaded with tasks, one where there are a lot of touch points in the middle and a third that is back loaded. As we move through these sequences, we should have consistent sales activity flow. Taking away all of the guesswork for our reps will allow them to be most effective; in this case, automate their days based off of sequences to allow them to focus more on sales activities.

Sequences should not only be used for initial outreach, but the follow up thereafter. Having a specific sequence for subsequent conversations will allow for optimal sales activity throughout the day. Utilizing triggers to map prospects to certain sequences based off of stages or tags will allow your rep to flawlessly conduct the best follow up in the fastest way possible.

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