

Sales cadence template

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A sales cadence is incredibly useful - it allows your sales reps to have a scalable, repeatable process when they reach out to prospects. Below is an example of what a cadence might look like, to give you an idea of how to structure it. On the next page, you'll find a customizable template that you can use to create your own. Don't be afraid to get creative!

Day:	Day 1	Day 3	Day 6	Day 8	Day 11	Day 13	Day 16
Cadence action 1:	Email	Call	Follow-up email 1	Call	Follow-up email 2	Follow-up email 3	Call
Cadence action 2: (if applicable)	LinkedIn: Connection request	Voicemail		Voicemail		LinkedIn: Message (if connected)	Voicemail
Cadence action 3: (if applicable)							

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