



Webinar



Podcast



Event

How to Build Cadences that Convert

Thursday 14th October 2021

Cognism 

Panel



Tim Miller
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Cognism

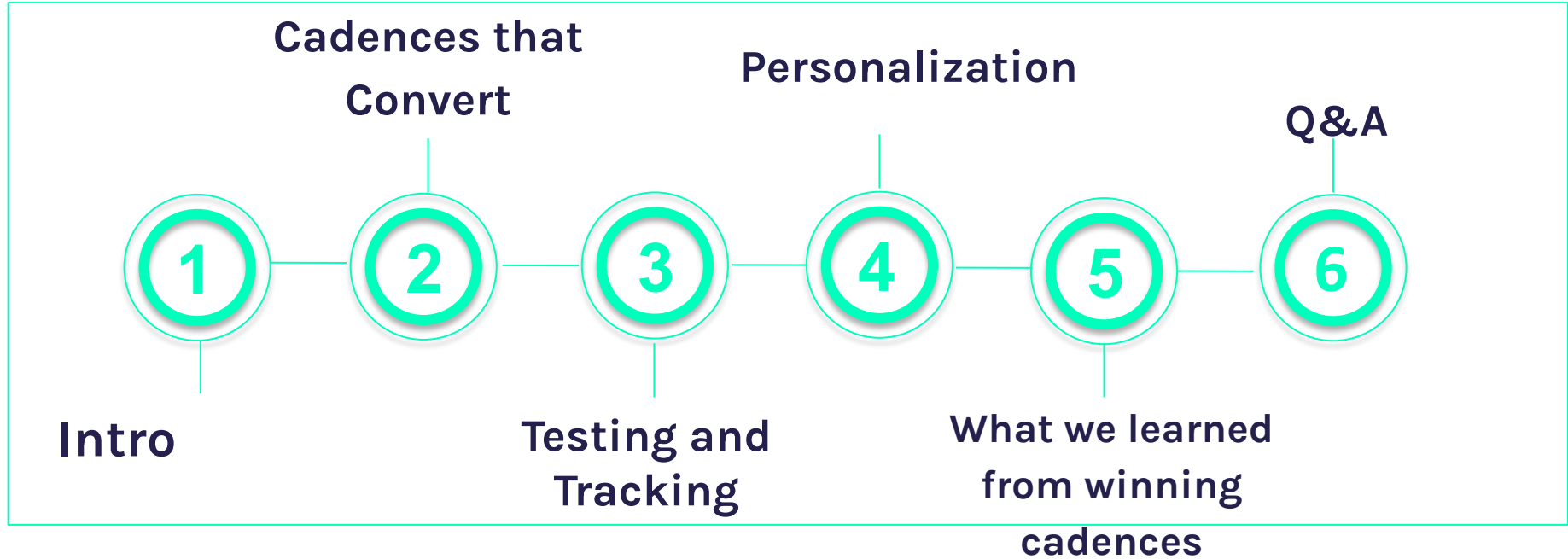


Chloe Muggleston
Associate Seller @
Varicent



Tom Bailey
Sales Development
Representative @
SalesLoft

Agenda



1. The main goals of cadences



1. The 3 main goals of cadences

These are the reasons you need cadences:

1. Help you individually
2. Helping the prospect learn
3. Help the company become visible

The do's and don'ts of multi-touchpoint cadences 📖

Listen carefully to what you should and shouldn't do when crafting your cadences.

- Add value before the CTA through blogs, videos, and the likes
- Use subject lines that elicit curiosity
- Don't overuse merge fields like name and company name
- You have 7-10 seconds to make an impression - you are the expert but don't overload them
- Sell the problem before you sell the solution

2. Cadences that Convert



2. How to build cadences that convert

Don't miss out on these steps in your cadences to start increasing conversions

- Review previous cadence, if step 12 is getting the most replies bring it down the cadence so you can get through more people, MULTI-CHANNEL, 'any thoughts', goodbye email at the end
 - Trust based influence
 - Awareness of what your prospect is doing
 - Researching what is happening in your persona's professional life
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3. Testing your cadences



3. Testing and tracking your cadences



This is how you should test and track your cadences:

- Reply, click, open, meeting. Focus on meeting and opportunity rates as the others while good leading indicators can give false sense of interaction
- Track more than traditional email stats
- A/B testing

4. Personalisation



4. Personalisation

Personalisation is key when building and executing a cadence.

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- Personalization at scale: it is a myth?
 - Structure to how you research:
 - Sales Nav company page - see make up of sales team
 - Hiring page - gives you an idea of their trajectory
 - Personal posts - looking for a golden nugget to catch their attention
 - Building your brand
 - Predictability = trust

5. Learning from Winning Cadences



5. Learning from Winning Cadences

Implementing Feedback from some of our most successful cadences.

- Listening to calls
- Getting feedback - get together a group and focus on objection handling - adapting your cadence as needed
- A/B test, listen to your top performing colleagues calls discards everything - then review the context to the calls
 - Use follow up templates to share time, saw you viewed my video for example


7. Q&A



Any questions?

This webinar has been recorded.
A link will be sent out later, along with a copy of
the presentation slides.

For more resources on data privacy,
visit: cognism.com/blog

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