

OBJECTIVE FOCUSED CADENCE FRAMEWORKS

Points to remember

1. Sales Development is a combination of **Incremental, Timely and Iterative** Process.
2. The messaging has to be **relevant & contextual** as one reaches out to different prospects in different stages of buyer journey.
3. Use **Engagement Insights** to send the **relevant** message at the right time with the right **context** through multiple channels.
4. Segregate prospects with different **Intent** and **pace** your prospecting accordingly.
5. The **duration** of the cadence and **delay** between steps for the prospecting shall be changed depending on your target Deal sizes.

Cadence Objective	Intent Identification / Intent Generation
Context	Cold Outbound to Targeted Prospects
Suitable for	Business Development, Sales Development
Duration	21 Days
Cadence Step Types	Emails, LinkedIn Tasks & Calls
Target Personas in Account	Identified Primary Decision maker Identified Alternate Person (Eg: 1 level above Decision maker)
Cadence Objective	<ol style="list-style-type: none"> 1. To Identify High Intent Prospects with Engagement 2. To Educate Low Intent Prospects with Problem Awareness & Solutions 3. To connect with another person on LinkedIn. 4. To establish awareness about the brand.
Strong Recommendations	<ol style="list-style-type: none"> 1. Always keep the Email content max with 3-4 statements. 2. Add Trust elements like existing customers, testimonials, success stories/interviews, LinkedIn url, picture in the Signature 3. Every email should have a Call to Action to gauge Engagement 4. Use Pull & Push Questions in alternate emails 5. Share Short, Downloadable, Valuable & Shareable content

Cadence Steps

Step	Step Type	Purpose	Subject	Message Type
Day 1	Task	View / Follow Identified Primary person in LinkedIn	-	-

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Day 2	Email	Send Introduction Reference	Closed Question (Yes / No)	Establish with Situation Questions with options to indicate your curiosity as well to get the prospect curious with a Warm emotional connect
Day 4	Email	Follow-up Email	Curiosity Question	Follow-up Email or Video Msg with continuity to first mail Leave with a downloadable Value Content
Day 6	Task	Send Connect Request to Primary Person	-	Send connect Request with a Warm message
Day 6	Task	View/ Follow Identified Alternate person in LinkedIn	-	
Day 9	Email	Problem Awareness		Provocative Question to help perceive the problem with a Pull Request
Day 10	Task	Send Connect Request to Identified Alternate Person		Send connect Request with an Alternate person with a warm common/reference message.
Day 12	Email	Implication	Implication Question	Reminder message with implication questions offering consultative help.
Day 14	Email	Success Indicator	Benefit	Present Rational Benefit for the company of using your solution with pay-off questions
Day 17	Email	More Success Indicators	More Benefits	Present Additional Benefits of of using your solution & push for a meeting
Day 18	Task	Indicate intent in LinkedIn		Visit LinkedIn Profile your intent
Day 19	Call	Check Priority	Seek & Offer time	Follow up with a Call to check priority seeking a meeting
Day 21	Email	Breakup mail	Temporary Breakup	With no positive response, leave a temporary breakup note with a warm wish.

OBJECTIVE FOCUSED CADENCE FRAMEWORKS

Cadence Objective	Relationship Development with Alternate person
Context	Cold Outbound to Targeted Prospects
Duration	14 days
Cadence Step Types	Linkedin + Call
Target Personas in Account	Accepted Alternate Person Connect Requests of Primary Cadence
Cadence Objective	<ol style="list-style-type: none"> 1. Connect & Establish Relationship and Trust 2. Seek Right point of Contact/ Reference
Strong Recommendations	Share Short, Downloadable, Valuable & Shareable content

Cadence Steps

Step	Step Type	Purpose	Message Type
Day 1	Task	Connection Acknowledgement	Send a Warm Greetings acknowledging the request & provide a Shareable Value Content
Day 2	Task	Get Familiar	Leave a Warm comment or a Like on any one of their recent shared LinkedIn posts
Day 4	Task	General Knowledge Sharing	Send a PM with a Value content on any one of their varied Interests in LinkedIn
Day 7	Task	Contextual Knowledge Sharing	Send a PM with a Knowledge video content based on their Job Designation
Day 9	Task	Develop Trust	Add a Warm comment in one of their achievements/ posts
Day 12	Task	Offer Help	Indicate curiosity of their responsibilities & offer to help
Day 14	Call	Seek Reference	Indicate your outreach to the other colleague seeking a meeting

OBJECTIVE FOCUSED CADENCE FRAMEWORKS

Cadence Objective	Sense of Urgency with Higher Intent prospects
Context	Cold Outbound Prospects with High Intent Prospects
Duration	14 days
Cadence Step Types	Emails + Calls + LinkedIn
Target Personas in Account	Primary & Alternate Person showing higher intent on your messages from Initial outreach
Cadence Objective	1. To convert a Warm/Hot prospect to get to a meeting
Strong Recommendations	<ol style="list-style-type: none"> 1. Use Prospect Engagement to identify hot prospects to Call right away 2. Continuously attempt to indicate the Rational Impact to get the prospects hooked to get on a call

Cadence Steps

Step	Step Type	Purpose	Message Type
Day 1	Call	Cold Call	Call Identified Hot prospects offering a short Discovery Call
Day 2	Email	Reminder Email	Offer a 15 min Discovery call to understand their existing process
Day 4	Call	Followup Call	Follow up with an urge to book a meeting at their convenience
Day 6	Email	Reinforce Value	Send an Email highlighting benefits of potential problems of the prospect
Day 7	Task	Visit LinkedIn Profile	View LinkedIn Profile
Day 10	Email	Develop Trust	Share success story of recent customer from similar industry on how they benefited from your offering
Day 12	Task	LinkedIn Engagement	Share a Warm comment on any of their recent LinkedIn Post.
Day 14	Call	Follow up Call	Share another success story of a customer with Klenty and proceed

OBJECTIVE FOCUSED CADENCE FRAMEWORKS

Cadence Objective	Continuous Engagement in Repeat Cycles
Context	Cold Outbound Prospects who never responded in first campaign
Cycle	Every 3 - 6 months depending on the size of your potential deals
Duration	14 Days
Cadence Step Types	Emails + LinkedIn
Target Personas in Account	Passive Prospects of Initial Intent Identification campaign
Cadence Objective	1. To reach out to passive prospects in the initial outreach cycle, identify new high intent prospects to convert some to meetings
Strong Recommendations	<ol style="list-style-type: none"> 1. Have relevant messaging in new Cadence cycle with growth of your service/product 2. Share new success stories of your solution

Cadence Steps

Step	Step Type	Purpose	Message Type
Day 1	Email	Context Revival	Send a warm reconnect message with curiosity to seeking new developments
Day 3	Email	Indicate Progress	Share Progress of Klenty to invoke curiosity (New customers, etc) with CTA
Day 4	Task	LinkedIn Engagement	Share a Warm comment on any of their recent LinkedIn Post.
Day 6	Email	Reinforce Progress	Share New Features and Benefits with CTA
Day 9	Email	Develop Trust	Share success story of recent customer from similar industry on how they benefited from your offering
Day 12	Call	Follow up Call	Call to check to understand if there's change in priority and new developments
Day 14	Email	Breakup Email	Leave a Warm video message with a temporary breakup message

OBJECTIVE FOCUSED CADENCE FRAMEWORKS

Cadence Objective	Gentle Relationship Development & Engagement
Context	Outbound Prospects who indicated no requirement for now
Duration	3 Months
Cadence Step Types	Linkedin + Emails
Target Personas in Account	Primary & Alternate Persons showed temporary disinterest from Initial outreach campaign
Cadence Objective	1. To ensure in a healthy relationship with Prospects
Strong Recommendations	1. Continue to share valuable business insights 2. Connect references that add value

Cadence Steps

Step	Step Type	Purpose	Message Type
Day 1	Task	Linkedin Engagement	Share Valuable Information related to Prospect's Job or company
Day 15	Email	Build curiosity	Share what's in store for the future.
Day 30	Task	Linkedin Engagement	Add a warm comment in one of their posts
Day 45	Email	Trust development	Share Video message with Growth indicators to develop trust
Day 60	Task	Linkedin Engagement	Check if there's anyone that they'd like to get introduced in your connections
Day 75	Email	Share Value	Share a functional value download that will help the Persona's job responsibility
Day 90	Task	Linkedin Engagement	Add a warm comment in one of their pages

OBJECTIVE FOCUSED CADENCE FRAMEWORKS

Cadence Objective	Demo/Meeting Request Follow-ups
Context	Inbound Interest reaching out for Demo
Duration	14 days
Cadence Step Types	Calls + Emails + LinkedIn
Target Personas in Account	Point of Contact who reached out for Demo
Cadence Objective	1. To open a DISCO call (discovery call)

Cadence Steps

Step	Step Type	Purpose	Message Type
Day 1	Call	Qualification	Ask right questions to qualify the user
Day 2	Email	Follow-up	Send 2 Questions specifically towards understanding the reason
Day 4	Task	LinkedIn Connect	Send a LinkedIn connect with a prompt message referring to the demo request
Day 6	Email	Reinforce Value	Send an Email highlighting benefits of potential problems of the prospect
Day 9	Email	Develop Trust	Share success story of recent customer from similar industry on how they benefited from your offering
Day 12	Task	LinkedIn Engagement	Share a Warm comment on any of their recent LinkedIn Post.
Day 14	Call	Follow up Call	Call attempt to check to understand if there's still Interest and convert