DOUBLE YOUR CONTACT RATES IN 20 DAYS

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Most sales leaders know they need to give their sales development teams a proven prospecting cadence to follow. But many aren't sure what's the best approach or how to get started. In fact, when we hosted a webinar on how to build a winning sales cadence, we got bombarded with requests from sales leaders who wanted our templates.

Your wish is our command.

If you want templates, you're going to get templates: seven of them. Each cadence is tailored for a specific type of sales development team, so you can play to your team's strengths.

XANT Labs research shows that the best place to begin when designing your cadence is with a **3x3x3x3** attack plan. **3x3x3x3** means placing **3** phone calls, leaving **3** voicemails, sending **3** emails, and performing **3** social interactions. We call this cadence "The Commander" because it turns your sales development reps into heat-seeking missiles that rarely miss the mark.

If that approach doesn't match your audience and sales culture, use the template that works best for you. No matter which approach you choose, remember that these templates should only serve as a starting point. You should split-test your prospecting strategy to determine the best cadence for your market and your organization.

You'll find cadence templates for sales development teams with the following attributes:

- **Relational** – focus on large deal sizes, long sales cycles, and multiple buyer personas
- **Transactional** – focus on small deal sizes, short sales cycles, and fewer buyer personas
- **Inbound** – focus on marketing-generated leads
- **Outbound** – focus on self-sourced leads or purchased lists

So, for example, your team might be Transactional Inbound or Relational Outbound. We have built different cadences for each of those styles.

You'll also need to determine whether you want to use a precise or assertive approach. Whenever we design sales cadences, we create a precise version and an assertive version. Assertive cadences include more overall touches and emphasize more assertive communication methods, such as phone calls. Precise cadences include fewer overall touches and focus more on passive forms of communication, such as social media interactions.

Now, let's dive in. Take a look at the seven cadences that will help you double your contact rates in 20 days, pick the one that's right for you, and then remember to split-test to improve results over time

1. The Commander
Sequence: 3x3x3x3 (12)
Attributes: None
Type: None

DAY	Day 1	Day 3	Day 5	Day 7	Day 10
CADENCE	Phonecall 1 Voicemail 1	Email 1 Social Media 1	Phonecall 2 Voicemail 2 Email 2	Phonecall 3 Voicemail 3 Social Media 3	Social Media 3 Email 3
SAMPLE DAYS	Mon	Wed	Fri	Tues	Thur

2. The Tactictian
Sequence: 4x3x3x2 (12)
Attributes: Transactional Outbound
Type: Precise

DAY	Day 1	Day 3	Day 5	Day 7	Day 10	Day 13
CADENCE	Email 1	Phonecall 1 Voicemail 1	Social Media 1 Email 2	Phonecall 2 Voicemail 2	Phonecall 3 Social Media 2	Phonecall 4 Voicemail 3 Email 3
	Mon	Wed	Fri	Tues	Fri	Wed

3. The Contender
Sequence: 5x3x4x3 (15)
Attributes: Transactional Outbound
Type: Assertive

DAY	Day 1	Day 2	Day 3	Day 5	Day 7	Day 10
CADENCE	Phonecall 1 Voicemail 1 Email 1	Phonecall 2 Voicemail 2	Email 2 Social Media 2	Phonecall 3 Social Media 2	Phonecall 4 Social Media 3 Email 3	Phonecall 5 Voicemail 3 Email 4
	Mon	Tues	Wed	Fri	Tues	Fri

4. The Strategist
Sequence: 3x2x4x4 (13)
Attributes: Relational Outbound
Type: Precise

DAY	Day 1	Day 4	Day 7	Day 10	Day 14	Day 18
CADENCE	Social Media 1 Email 1	Email 2 Phonecall 2	Social Media 2 Phonecall 2 Voicemail 3	Email 3 Social Media 3	Email 4 Social Media 4	Phonecall 3 Voicemail 2
SAMPLE DAYS	Mon	Thur	Tues	Fri	Thur	Wed

5. The Challenger
Sequence: 5x3x4x3 (15)
Attributes: Relational Outbound
Type: Assertive

DAY	Day 1	Day 4	Day 7	Day 10	Day 12	Day 14
CADENCE	Email 1 Social Media 1 Phonecall 1	Phonecall 2 Voicemail 1 Social Media 2	Email 2 Social Media 3	Phonecall 3 Voicemail 2 Email 3	Phonecall 4	Phonecall 5 Voicemail 3 Voicemail 4
SAMPLE DAYS	Mon	Thur	Tues	Fri	Tues	Thur

6. The Champion
Sequence: 5x3x3x1 (12)
Attributes: Transactional Inbound
Type: Precise

DAY	Day 1	Day 2	Day 4	Day 7	Day 10
CADENCE	Phonecall 1 Voicemail 1 Email 1	Phonecall 2	Phonecall 3 Voicemail 2 Email 2	Phonecall 4 Social Media 1	Phonecall 5 Voicemail 3 Email 3
SAMPLE DAYS	Mon	Tues	Thur	Tues	Fri

7. The Hustler
Sequence: 7x3x4x0 (14)
Attributes: Transactional Inbound
Type: Assertive

DAY	Day 1	Day 2	Day 3	Day 5	Day 7	Day 9
CADENCE	Phonecall 1 Voicemail 1 Email 1 Phonecall 2	Phonecall 3	Phonecall 4 Voicemail 2 Email 2	Phonecall 5	Phonecall 6 Email 3	Phonecall 7 Voicemail 3 Email 4
SAMPLE DAYS	Mon	Tues	Thur	Fri	Tues	Tues