

THE TRUTH BEHIND SUCCESSFUL SALES CADENCES

THE ELEMENTS OF CADENCE™

Data-driven elements for structuring your sales activities.

ATTEMPTS

The total number of touch points made

MEDIA

The type of communication methods used

DURATION

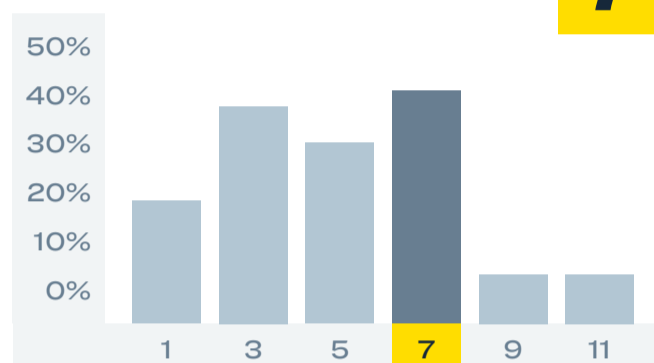
The time between the first and last attempt

SPACING

The time gap between contact attempts

ATTEMPTS

OPTIMAL ATTEMPTS: **7**

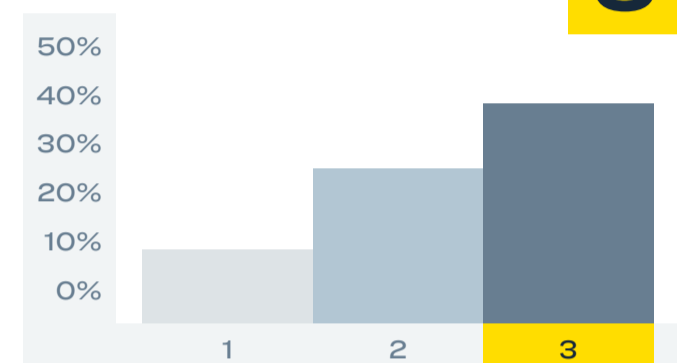


67%

DROP IN
CONTACT RATES
AFTER 7 ATTEMPTS

MEDIA

OPTIMAL MEDIA TYPES: **3**

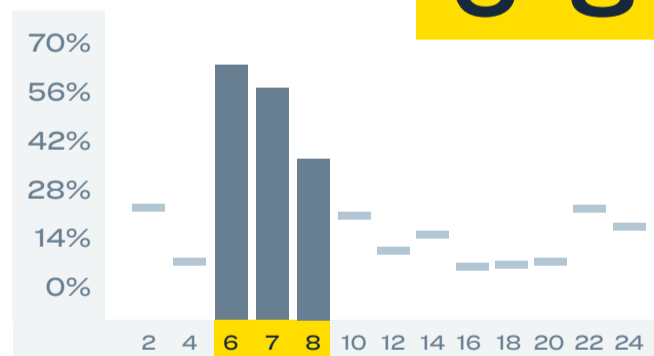


4X

INCREASE IN
CONTACT RATES FROM
1 TO 3 MEDIA TYPES

DURATION

OPTIMAL DAYS: **6-8**

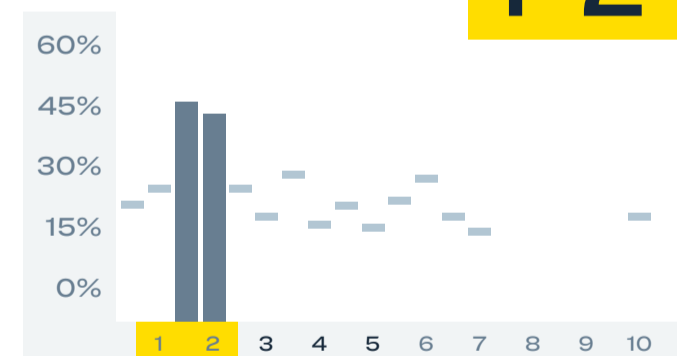


65%

DROP IN
CONTACT RATES
AFTER 8 DAYS

SPACING

OPTIMAL DAYS: **1-2**



2X

INCREASE IN
CONTACT RATES
ON 1ST AND 2ND DAY

PLAYBOOKS

WANT TO MAKE YOUR
SALES CADENCE WORLD-CLASS?

Check out a demo of Playbooks, the market-leading intelligent sales cadence technology.

[SEE A DEMO >](#)