

THE TRUTH BEHIND SUCCESSFUL OUTBOUND SALES CADENCES

What sales reps **believe** they do, what they **actually** do, and what they **should** do to build pipeline effectively.

THE SIX 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

RESPONSE TIME

How quickly leads are responded to

CONTENT

The messaging used

PLAYBOOKS

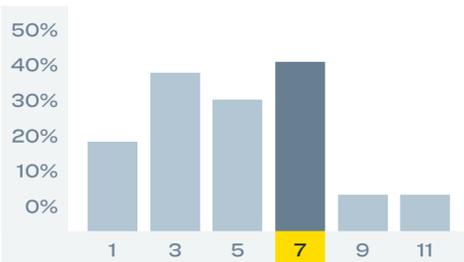
WANT TO MAKE YOUR SALES CADENCE WORLD-CLASS?

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

[SEE A DEMO >](#)

ATTEMPTS

OPTIMAL: **7 ATTEMPTS**
BELIEVED: 15.1 | ACTUAL: 3.5

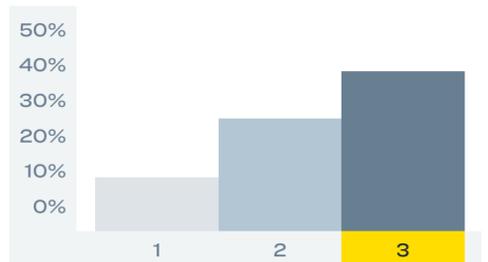


67%

DROP IN CONTACT RATES AFTER 7 ATTEMPTS

MEDIA

OPTIMAL: **3+ MEDIA TYPES**
BELIEVED: 4.0 | ACTUAL: 2.0

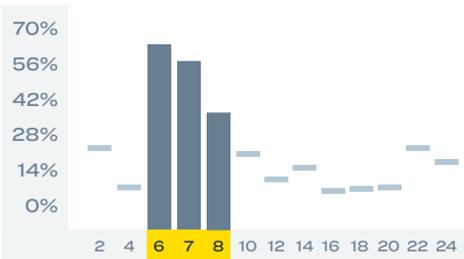


4X

INCREASE IN CONTACT RATES FROM 1 TO 3 MEDIA TYPES

DURATION

OPTIMAL: **6-8 DAYS**
BELIEVED: 28 | ACTUAL: 24.6

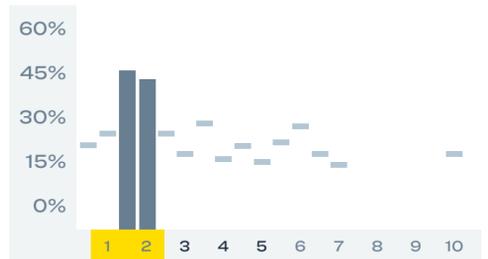


65%

DROP IN CONTACT RATES AFTER 8 DAYS

SPACING

OPTIMAL: **1-2 DAYS**
BELIEVED: 1.9 | ACTUAL: 10.4

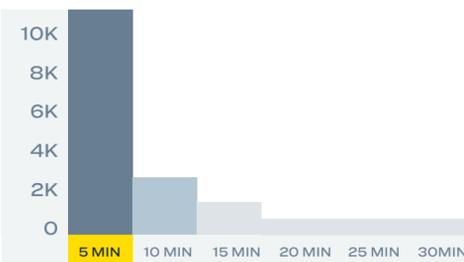


2X

INCREASE IN CONTACT RATES ON 1ST AND 2ND DAY

RESPONSE TIME

OPTIMAL: **5 MINUTES**
BELIEVED: 24 | ACTUAL: 38.4



100X

INCREASE IN CONTACT RATES WITHIN 5 MINUTES

CONTENT

OPTIMAL CONTENT PER MEDIUM

EMAIL

30 WORDS

VOICEMAIL
30 SECONDS

INMAIL

150 WORDS

VIDEO (EMAIL)

60 SECONDS

DIRECT MAIL

HANDWRITTEN NOTES

TEXT MESSAGE

160 CHARACTERS