



The Only 3 Outbound Sequences You'll Ever Need

Sales Campaign Template Downloads



Intro

A trio of sequences with enough versatility and effectiveness to be the backbone of your outbound motion.

In this guidebook you'll find the following campaigns:

- **The General Outbound Sequence** pg. 2
- **The General Outbound Sequence (Sped Up)** pg. 5
- **The General Outbound Sequence (Slowed Down)** pg. 8

The General Outbound Sequence

If you could only use one outbound sequence for the rest of your career, this would be the sequence.

The touchpattern is optimized for best practices, the touch points incorporate multiple channels and the campaign itself isn't a major time sink for sellers. Not extreme in any way, The General Outbound Sequence is the perfect fit for virtually every prospect.

The General Outbound Sequence (Sped Up)

Maybe you love The General Outbound Sequence, but need something that's faster. This speedy campaign will help you get meetings booked in less time while still driving the stacking effect.

With 13 touch points over 14 days, this is one campaign you'll be able to get through without missing a step or compromising the quality of your outreach.

The General Outbound Sequence (Slowed Down)

Have a high-level decision-maker you've been meaning to approach? Leverage this sequence. With a touchpattern that's drawn out over the course of 60 days, you'll give your decision-maker plenty of time to warm up to you and your solution.

Keep reading to view the touch patterns for each campaign as well as industry benchmarks and added tips for extra guidance.

The General Outbound Sequence


A multi-channel strategy that mixes manual steps with automatic touches to consistently engage with your prospects in a more personal way.

Use Case


Appropriate for any outbound prospect, occasion or circumstance, we like to consider this campaign the Swiss Army knife of outbound. The touch patterns are designed to help sellers establish a presence with their prospects without overdoing it.

Tips and Tricks

Drive the stacking effect by being consistent and never missing a step.

 **Steps**
15

 **Days**
27

 **Roles**
SDR, AE


Engagement Channels

 Email

 Phone

 LinkedIn

 **Target**
Outbound prospects

 **Benchmarks & Goals**
Current benchmarks for outbound campaigns are as follows:

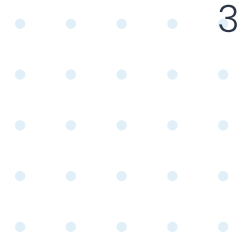
- 29% Open rate
- 2.8% Reply rate
- 3.52% Click rate

Bonus Tip


- Supplement your outreach with research wherever possible. When it comes to buyers, value equals relevance.


The General Outbound Sequence


15 steps over 27 business days




Day 1


 **Step 1 • Email - Introduction**
Make your first introduction with prospect-focused copy.

 **Step 2 • LinkedIn**
Double tap on your intro email with a connection request on LinkedIn.


 **Step 3 • Call - No Voicemail**
Now give your prospect a call to round out your introduction.


Day 3

 **Step 4 • Email - Follow up - Threaded**
Use a short, contextual bump email to jump to the top of your lead's inbox.


 **Step 5 • Call - Voicemail**
Keep the momentum going with a phone call and voicemail.

Day 4


 **Step 6 • Call - No Voicemail**
Don't skip a call step. Some buyers are easiest to reach via phone.

 **Step 7 • Email - Referral - Threaded**
Use the same thread to ask if there is someone better in the org to direct your questions to.


Day 7

 **Step 8 • LinkedIn**
Use LinkedIn's InMail feature to send your prospect a personalized message.


Day 10

 **Step 9 • Call - No Voicemail**
After a few days off, continue the stacking effect with a phone call.


Day 14

 **Step 10 • Email - Reintroduction**
Start a new thread with a different intro email to engage your prospect.


Day 15

 **Step 11 • Email - Multiple Choice - Threaded**
Use a short list of options to make replying with a preferred next step easy for your prospect.


Day 17

 **Step 12 • Email - Follow up - Threaded**
Use a short, contextual bump email to jump to the top of your prospect's inbox.


Day 19

 **Step 13 • Call - No Voicemail**
Make this call in the morning.

Day 21

 **Step 14 • Call - Voicemail**
After a day off from new steps, follow up with a final phone call and voicemail.




Day 27

 **Step 15 • Email - Break up - Threaded**
Say 'Goodbye for now' with a last ditch effort to engage with your prospect. Breakup emails generally produce above average replies.

The General Outbound Sequence

Example initial email for this sales campaign.

DAY 1

-  Email
-  Call
-  LinkedIn

Intro Email

Auto

SUBJECT LINE

Something for you {{contact.firstname}}

EMAIL BODY

{{ contact.firstname }},

Enjoyed reading your view on [[!! KEYWORD]] in [[!! LINKEDIN ARTICLE]]. Did I agree with everything? Not necessarily, but I could appreciate the bulk of what you had to say and thought it was all very well put.

If you ever have the time, I'd love to hear what you have to say about [[painpoint]]. The evolving nature of the concern definitely makes it an interesting topic of conversation. Feel like it's one you want to have?

Thanks,
{{ owner.firstname }}

Make it Yours

An email template like this should be saved for the right opportunity. It relies on making references to a thought piece or article your prospect has shared their opinion on. Don't try to force a straightforward, objective piece of writing into this template – it won't work! The key is to focus on positioning your prospect as someone you want to hear from rather than selling anything just yet.

General Outbound (Sped Up)


A high-density cadence to get meetings set quickly. Using more touchpoints across a shorter period of time helps create the urgency that's often necessary for winning a sale.

Use Case


Simply a faster version of our General Outbound, this campaign is appropriate for any prospect you're trying to reach on a quicker timeline.

Tips and Tricks

Keep your tone consistent throughout the campaign. With so many touchpoints squeezed into two weeks, sticking to one tone will help your outreach come off as cohesive.

 **Steps**
13

 **Days**
14

 **Roles**
SDR, AE

Engagement Channels

 Email

 Phone

 LinkedIn

 **Target**
Inbound leads

 **Benchmarks & Goals**
Current benchmarks for outbound campaigns are as follows:

- 29% Open rate
- 2.8% Reply rate
- 3.52% Click rate

Bonus Tip

- Alternate between the morning and afternoon when fulfilling your call steps to discover when your prospect is most available.

General Outbound (Sped Up)

13 steps over 14 business days



Day 1



Step 1 • Email - Intro

Make your first introduction with prospect-focused copy.



Step 2 • Call - Voicemail

Double tap on your initial email with a phone call and voicemail.

Day 2



Step 3 • Call - No Voicemail

Keep the momentum going from the day before with another phone call.



Step 4 • Email - Follow up - Threaded

Use a short, contextual bump email to jump to the top of your prospect's inbox.

Day 3



Step 5 • Call - No Voicemail

Continue the stacking effect by calling the prospect on a day without an email.

Day 4



Step 6 • Email - Follow up - Threaded

Check in with a follow up email that uses an interested-based CTA.

Day 5



Step 7 • Email - Reintroduction

Start a new thread for your second introduction email.

Day 7



Step 8 • Call - No Voicemail

Make this call in the morning.

Day 10



Step 9 • LinkedIn

After a few days off from new steps, send your prospect a connection request via LinkedIn.

Day 11



Step 10 • Email - Follow Up - Threaded

Use a short, contextual bump email to jump to the top of the list of the prospect's unread inbox.

Day 13



Step 11 • Call - Voicemail

Make this call in the afternoon.

Day 14



Step 12 • Call - No Voicemail

Follow up on your previous outreach with a final phone call.



Step 13 • Email - Break up - Threaded

Say 'Goodbye for now' as a final effort to engage with your prospect. Breakup emails generally produce above average replies.

General Outbound (Sped Up)

Example initial email for this sales campaign.

DAY 1

 Email



 Call

Intro Email

Auto

SUBJECT LINE

Drive efficiency

EMAIL BODY

{{ contact.firstname }},

I know you're focused on outcomes so I'll spare you an anecdote. Here are the improvements you can expect when working with {{sender.company}}.

Attached: {!! COLLATERAL TYPE !!} on {!! SUBJECT OF COLLATERAL !!}

{!! INSERT COLLATERAL !!}

If you're suspicious that {{sender.company}} might be of use to you and {{recipient.company}}, I'd happily make myself available to discuss.

Thanks,
{{ owner.firstname }}

Make it Yours

This template's tone goes for a bare-bones, straightforward type of approach. If you'd like to fluff it up, simply add in a few friendly words and questions. Just be sure to keep a healthy I:You ratio (we recommend two "yous" for every "I") and don't let your word count exceed 100.

General Outbound (Slowed Down)


A low and slow cadence for prospects you want to engage over a longer period of time.

Use Case


Best for targeting high-level decision-makers or businesses with longer sales cycles.

Tips and Tricks

This campaign gives you plenty of time, so avoid using language that can come off as pushy.

 **Steps**
18

 **Days**
60

 **Roles**
SDR, AE

Engagement Channels

 Email

 Phone

 LinkedIn

 **Target**
Outbound leads

 **Benchmarks & Goals**
Current benchmarks for outbound campaigns are as follows:

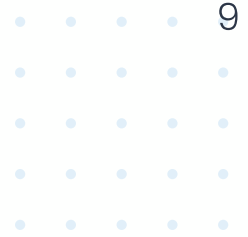
- 29% Open rate
- 2.8% Reply rate
- 3.52% Click rate

Bonus Tip


- Focus on incorporating data, social proof and discovery questions into your outreach.


General Outbound (Slowed Down)


18 steps over 60 business days




Day 1

 **Step 1 • Email - Introduction**
Make your initial introduction with copy that's personalized to your prospect.


 **Step 2 • LinkedIn**
Send your prospect a Connection Request via LinkedIn.

 **Step 3 • Call - Voicemail**
Double tap on your initial email with a phone call and voicemail.


Day 4

 **Step 4 • Call - No Voicemail**
After a few days off from new steps check in with a call.


Day 7

 **Step 5 • Email - Follow up - Threaded**
Use a short, contextual bump email to jump to the top of your prospect's inbox.


Day 10

 **Step 6 • Call - No Voicemail**
Continue the stacking effect by calling your prospect on a day without an email.


Day 17

 **Step 7 • Email - Reintroduction**
Start a new thread for your second introduction email.

Day 18

 **Step 8 • LinkedIn - InMail**
Engage on LinkedIn with an InMail message.


Day 19

 **Step 9 • Call - Voicemail**
Call in the morning.


Day 23

 **Step 10 • Email - Follow up - Threaded**

Day 25

 **Step 11 • Call - No Voicemail**
Call in the afternoon.

Day 30

 **Step 12 • LinkedIn - InMail**
Engage on LinkedIn with a second InMail message.


Day 37

 **Step 13 • Email - Follow up - Threaded**

Day 40

 **Step 14 • Call - No Voicemail**

Day 50

 **Step 15 • Email - Reintroduction**
Start a new thread for your final introduction email.


Day 54

 **Step 16 • Call - Voicemail**

Day 58

 **Step 17 • Call - No Voicemail**

Day 60

 **Step 18 • Email - Break up - Threaded**
Say 'Goodbye for now' as a final effort to engage with your prospect. Breakup emails generally produce above average replies.

General Inbound Lead Response

Example initial email for this sales campaign.

DAY 1

 Email

 LinkedIn

 Call

Intro Email

Auto

SUBJECT LINE

the info

EMAIL BODY

{{ contact.firstname }},

Been researching {{company}} and I think it makes sense for us to have a conversation. A few case studies below on how we've helped our current customers and why I'm emailing:

{{!! INSERT COLLATERAL }}

But the reason I'm really here is to learn about {{recipient.company}} and your experience with [[painpoint]]. Are you willing/able to enlighten me?

{{ owner.firstname }}

Make it Yours

Find this template to be too pushy for your taste? Cut the directness in half by removing its final paragraph and using that as your next follow-up email instead. Now you have two direct emails instead of one.

Final Word

With any sales campaign template, the results are only as good as what goes into them.

Feed quality inputs into your campaigns by ensuring your contact data is clean, your copy is relevant to the persona you're targeting, and your reps follow the touch patterns to maximize the stacking effect.

Want more prospecting tips?

Visit regie.ai to learn how to write sales sequences and emails with best practices.