

# 7 Sales Cadence Templates to Double Your Contact Rates in 20 Days



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.

InsideSales.com 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.

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**1. The Commander**

Sequence: 3x3x3x3 (12)  
 Attributes: None  
 Type: None

Day	Day 1	Day 3	Day 5	Day 7	Day 10	
Cadence	PC1	EM1	PC2	PC3	SM3	
	VM1	SM1	VM2	VM3	EM3	
			EM2	SM2		
Sample Days	Mon	Wed	Fri	Tues	Thur	

**2. The Tactician**

Sequence: 4x3x3x2 (12)  
 Attributes: Transactional Outbound  
 Type: Precise

Day	Day 1	Day 3	Day 5	Day 7	Day 10	Day 13
Cadence	EM1	PC1	SM1	PC2	PC3	PC4
		VM1	EM2	VM2	SM2	VM3
						EM3
Sample Days	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	PC1	PC2	EM2	PC3	PC4	PC5
	VM1	VM2	SM1	SM2	SM3	VM3
	EM1				EM3	EM4
Sample Days	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	SM1	EM2	SM2	EM3	EM4	PC3
	EM1	PC1	PC2	SM3	SM4	VM2
			VM1			
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	EM1	PC2	EM2	PC3	PC4	PC5
	SM1	VM1	SM3	VM2		VM3
	PC1	SM2		EM3		EM4
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	PC1	PC2	PC3	PC4	PC5	
	VM1		VM2	SM1	VM3	
	EM1		EM2		EM3	
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	PC1	PC3	PC4	PC5	PC6	PC7
	VM1		VM2		EM3	VM3
	EM1		EM2			EM4
	PC2					
Sample Days	Mon	Tues	Wed	Fri	Tues	Thur