THE ULTIMATE BUYER'S GUIDE for a SALES CADENCE PLATFORM

A sales cadence platform can significantly boost productivity and efficiency for your sales team.

When executed correctly, a sales cadence can double your contact rates.

But don't go throwing thousands of dollars on just any cadence tool.

A proper sales cadence tool is supposed to help sales representatives get to the right leads at the right time, with the right message consistently to help them reach their goals.

HERE'S WHAT AN IDEAL SALES CADENCE PLATFORM SHOULD DO FOR YOU:

01 BUILD PIPELINE

Look, it might be nice to do cadence strategy, but if you don't have better conversion rates and ultimately more pipeline, it's not worth it. A sales cadence tool helps reps be more productive and efficient.

02 PRIORITIZE ACCOUNTS

It's great to have a tool to follow up and call, but if you don't know WHO you should prospect, it all goes to waste. A sales cadence tool tells you who your ideal buyers are, so you can get to leads while they are hot.

03 RECOMMEND CONTACTS

Accounts are good, but contacts are even better. Look for tools that go as granular as rating contacts by their likelihood to close.

04 CONTACT INFORMATION

Reps waste too much time finding email and phone data... don't. Use predictive capabilities to find correct contact information. And don't rely on just your own little pool of data—cross-company, crowdsourced data is the key to accurate predictions.

05 BEST TIME TO CALL

You can guess what time is best to call, or you can have the system suggest what really works.

06 BEST TIME TO EMAIL

Spamming your contacts and sending emails that never get opened? Get a tool that tells you the optimal time to send emails!

07 PERSISTENCY

Making one phone call and one email to get in touch with someone is not enough. Leads sometimes need ~12 touches to warm up. You need a tool that allows a multi-touch cadence strategy.

08 SOCIAL PROSPECTING

Your clients are on social media, and so should you. Social is an important part of your cadence, so find a tool that allows you to integrate social selling.

09 LINKEDIN SALES NAVIGATOR INTEGRATION

Sometimes not even social selling is sufficient. So many sales teams now use LinkedIn Sales Navigator, it's imperative the tool is fully integrated into your workflow. Make sure your cadence tool has Navigator integration.

10 ACCOUNT-BASED SALES

Sure, phone calls and emails are just fine and dandy, but your more sophisticated leads need a personal approach. Your sales cadence tool should allow you to send a handwritten card or a gift card with one click.

11 IMMEDIACY

If you don't respond to inbound leads in less than five minutes, the chance they will qualify or close goes down dramatically. A good cadence tool alerts you to hot leads as soon as they come in.

12 PERSONALIZATION

Personalization trumps automation, but it shouldn't take half your day. Easily personalize messages to your prospect, to make sure you reach them and speak to their pain points.

13 TEMPLATES

Don't stutter on the phone, or send a typo ever again! Pre-drafted emails and voicemail templates make prospecting easier and faster.

14 EMAIL TRACKING

Your best chance of success is after a lead has shown interest in your content. A good cadence tool can track a prospect's activity like email opens, link clicks or forwarding of emails.

15 INSIGHTS

Even within scheduled plays, you'll want to know as much as you can about your prospects. You need real-time, relevant information pulled from multiple sources (including LinkedIn and Owler) to incorporate into the conversation.

16 NOTABLE EVENT ALERTS

Want to know what's going on with your prospects before you even start your research? Notable events alerts can show you who just got a huge investment in their company—or was mentioned in the news! Best way to make friends.

17 EMAIL SCHEDULER

Are your leads on a different time zone? No need to lose sleep. You can automatically send emails at that ideal time, with an email scheduler.

18 MULTI-CHANNEL

Email, social media, phone? Why pick just one? The best cadence strategies incorporate multiple channels and allow for streamlined coordination and execution within each channel.

19 REPORTING & ANALYTICS

If you love your job, you'll want to know what your results are. Reporting and analytics in your sales cadence tool provide visibility into what works and what doesn't, every single day.

20 INTEGRATION WITH YOUR CRM

Tired of typing up notes in the CRM after a call? All cadence activities should automatically sync to CRM. Never lose track of a prospect, and always know where you are with your efforts.

21 DASHBOARD OF ACTIVITIES

Come to work every morning and just scroll mindlessly through your email, because you don't know where to start? Having a dashboard with all your scheduled activities for the day makes work much easier and more efficient!

22 MEETING SCHEDULER AND CALENDAR INTEGRATION

"My time, or your time?" / "Oh sorry, I thought it was on my time" - If you've had too much of this, you're not alone. Make sure your appointments hold by not making time zone blunders in the first place. Meeting scheduler should be included in your sales cadence tool.

23 BROWSER EXTENSION

Nobody works all day in the CRM, and if you do— you're probably not in sales. As a browser extension, your sales cadence tool should follow you across the web and go where you go.

24 CUE CARDS

Never go into a conversation blindly. Cue cards with proactively mined insights can pop up for reps prior to them sending an email or jumping on a call.

25 LOCAL PRESENCE

Quantity of dials is important, but not as important as having more meaningful conversations. Just by listing a local number when calling, your contact rates increase 38%.

26 PLAYS

Last but not least, a sales cadence tool should have downloadable, shareable cadence structure that can be molded to prospect profiles, companies or industries. With customized plays, you can refine your outreach strategy, test outcomes and increase chances of success.

LEARN MORE ABOUT SALES CADENCE.

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https://www.insidesales.com/webinar/ultimate-guide-building-sales-cadence/