



Sales Sequences Resource Kit

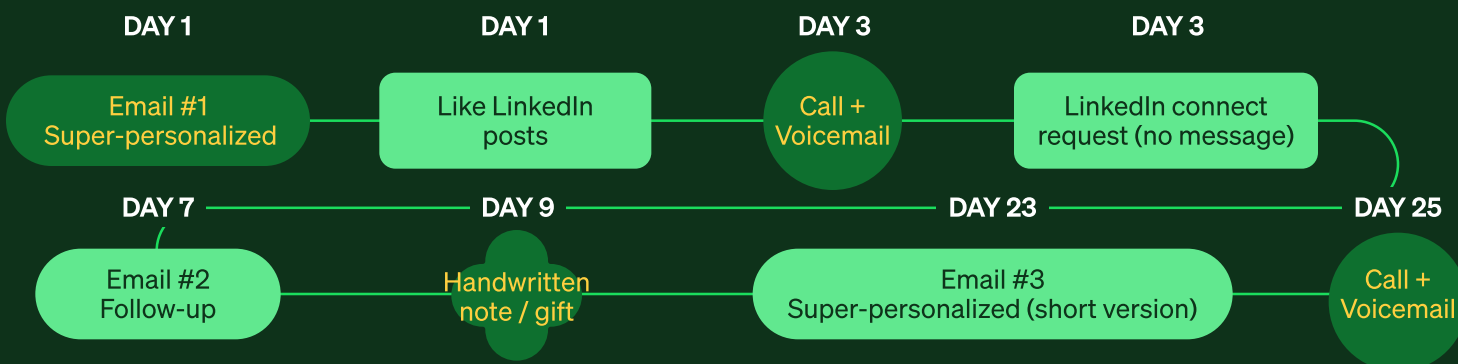
 [pollo.io](https://www.apollo.io)



SEQUENCE #1

For: High Priority

Custom-Tailored Sales



Email #1 Super-personalized

Manual

Hi Jim,

We haven't met yet, but I'm Josh and I run the couponing program at Coupons2Go. I often drive across the country for work and stop at a Pilot/Flying J — y'all have the best experience of any travel center! When I saw you went to Buffalo State I wanted to drop you a line of Flying J Trivia.

Here it is: the closest Pilot/Flying J to Buffalo State is in what country?

While that percolates, the real reason I'm reaching out is to chat about Coupons2Go. My guess is, if you could find a way to both delight Pilot's 1.5m daily customers and increase per-transaction revenue by 20% or more, you'd do it. But it's hard to make that kind of impact at your scale.

That's exactly what we do at Coupons2Go. While you do already have some awesome couponing strategies in place, our digital coupons have a massive nationwide reach that have helped some of your (lesser) competitors break their quarterly sales targets already.

If you're up for a chat about this I'd be thrilled to find a time whenever is convenient for you.

Cheers!
 Josh
 (P.S....the answer is....Canada!!!)

Email #2 Follow-up

Automated

Hey Jim, quick yes or no is fine. Do you need help with reaching — and breaking — your quarterly sales targets?

Handwritten note

Manual

Hi Jim,

I'm Josh from Coupons2Go.

I really think we can help you increase your sales with the massive reach our digital coupon program brings.

Here's my number: 555-555-5555.

Cheers,
Josh

Email #3 Super-personalized (Short edition)

Manual

Hi Jim,

I'm Josh from Coupons2Go. Happy 65th Anniversary to Pilot and congrats on opening the new Yucca store!

I'm reaching out to chat about Coupons2Go. Our digital coupon programs work seamlessly with grand openings and store remodels so you can boost sales at new locations like Yucca from Day 1.

Overall we've helped travel centers not just in Arizona but all across the US and Canada increase per-transaction revenue by 20%.

If you're up for a chat about this I'd be thrilled to find a time whenever is convenient for you.

Cheers,
Josh

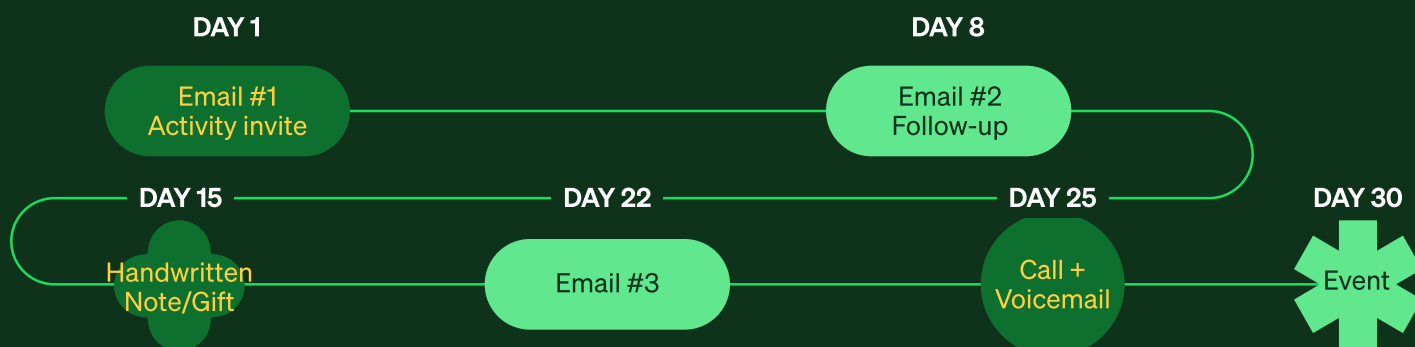
Learn the powerful super-personalized copywriting method behind the emails here in [How to Write the Perfect Cold Email](#)



SEQUENCE #2

For: High Priority

Relationship-Builder



Email #1 Activity invite

Hi {Name},

I'm putting on a networking dinner for {VPs of Marketing} in {NYC}. I'd love for you to attend.

It's going to be at {PLACE} at {DATE & TIME}.

{Cool Marketer from Nice Logo}, {Influencer Marketer}, and our {VP of Marketing, David Malpass}, are going to be there and they're excited to connect with you!

Here's a link with more information about the event.

Hope to see you there.

Cheers,
Josh

Email #2 Follow-up

Hi {Name},

I'd love for you to come to a dinner I'm throwing for a select group of {VPs of Marketing in NYC}.

You'll meet other {marketing leaders} from companies like {X} and {Y}, plus {execs from my company}.

It's going to be at {PLACE} at {DATE & TIME}.

Here's a link to RSVP.

Cheers,
Josh

Handwritten note

Hi {Name},

Please join me for a special dinner party for {VPs of Marketing in NYC}.

Our {VP of Marketing, NAME} and other folks from companies like {X} and {Y}/{Or add names of registrants/companies prospect may know / follows on LinkedIn} will be there.

It's going to be at {PLACE} at {DATE & TIME}.

Head to this link to RSVP or you can get in touch with me {{at phone/email}} to add you to guest list.

Cheers,
Josh



Email #3 Last chance invite

Hi {Name},

We've only got a few open spots left for the Marketing VP dinner so I wanted to follow up on my note from last week.

Did you want to reserve a seat?

It's going to be at {PLACE} at {DATE & TIME}.

You can RSVP here.

Cheers,
Josh



SEQUENCE #3

For: Medium Priority

Personalized Starter

DAY 1

Email #1
Super-personalized

Call +
Voicemail

DAY 7

Email #2

Call +
Voicemail

DAY 16

Email #3

Email #1 Super-personalized

Manual

Hi Laura,

We haven't met yet, but I'm Josh and I run an SEO company that works with SaaS companies. In small world fashion, I came across your profile when seeing something your brother Dave had recently posted on LinkedIn — he was my client at Acme during his time at Sprint. Please give him my best!

The real reason for my outreach however is to chat about SEO-GO. As a content marketing manager, I'm sure you want more people finding your blog. But you're busy running your editorial schedule and campaigns.

For the quality of your content (Great article on {XYZ}, btw!), I think you could be ranking higher on Google. We've helped 12 SaaS companies rank #1 on Google for key terms in the last 3 months, boosting their top of funnel traffic by 20%.

If you're up for a chat about this I'd be thrilled to find a time whenever is convenient for you.

Cheers!
Josh

Email #2

Automated

Hey Laura, quick yes or no is fine. Do you need help with SEO?



Email #3

Automated

Hey Laura!

I've tried to get in touch with you a few times but it seems like you might be on vacation.

Quick note for when you get back, I run an SEO practice that helps companies get in the top 3 results on Google and increase organic traffic by 20%.

Does that sound even a little like something you need?

Josh

P.S. If you happen to be on vacation on the island of Aruba, and a woman named Francine asks about me...tell her I love her, but it will never work. I'll explain later!

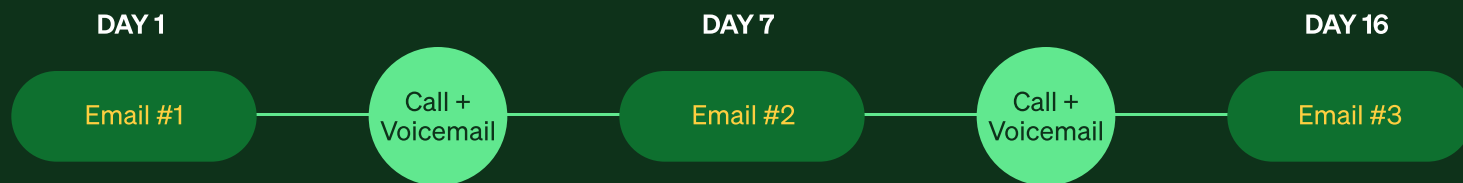
See the “why” behind this example email copy in
[Mastering Cold Emails](#).



SEQUENCE #4

For: Low Priority

Efficient Automation



Email #1

Automated

Hey Elli!

I'm Josh, I run an SEO company that works with marketing agencies in California.

We've helped 12 California companies rank #1 on Google in the last 3 months.

I have some availability for new clients.

Are you looking for an SEO expert right now?

Email #2

Automated

Hey Elli, quick yes or no is fine. Do you need help with SEO?



Email #3

Automated

Hey Elli,

I've tried to get in touch with you a few times but it seems like you might be on vacation.

Quick note for when you get back, I run an SEO practice that helps agencies get clients in the top 3 results on Google.

Does that sound even a little like something you need?

Josh

P.S. If you happen to be on vacation on the island of Aruba, and a woman named Francine asks about me...tell her I love her, but it will never work. I'll explain later!

Learn more details about this 3-Step Structure in
[Mastering Cold Emails with AI.](#)



SEQUENCE #5

For: Missing Email Address

Call Only

Call +
Voicemail

Call +
Voicemail

Call +
Voicemail

Call Script

Hey {first name}, it's {your name} from {company}, are they keeping you busy today?

Look I know I caught you cold here — do you mind if I level with you quickly and you can let me know if you think it's worth a follow-up?

I saw you were heading up {role} at {company}, and I wanted to introduce {solution} to you.

{Give a 1-2 sentence pitch with added credibility/social proof}

So {first name}, how is {pain point} looking for {2023}? *Wait for answer*

Awesome, well if I could get you more {value} than {their answer} would it be worth a 30-minute walk-through of how {product} works?

Watch [Perfecting the Cold Call: How to Win on the Phones](#) to learn more about cold-calling.



SEQUENCE #5

For: Low Priority

Find the right person

Email #1

Email #2

Email #1

Automated

Hey Elli!

I'm Josh, I run an SEO company that works with marketing agencies in California.

We've helped 12 California companies rank #1 on Google in the last 3 months.

I have some availability for new clients.

Are you the right person to talk to?

Email #2

Manual

Hey {Right person}!

[screenshot initial email]

{Restate first email messaging}

Are you looking for an SEO expert right now?

Delight Ideas

- Gifts
 - Services: [Reachdesk](#), [Zest](#), [Sendoso](#), [Alyce](#), [Goody](#)
 - Examples: Treats, plants, gift cards, coffee / tea, books, socks
- Custom Art
 - Example: commission an artist on Fiverr for LinkedIn profile photo
- Notes / cards
 - Example: [Handwrytten](#)
- In-person event ideas
 - VIP dinner
 - Happy hour
 - Poker / Game night
 - Sports / Show tickets or box seats
 - Fun Class / Workshop
 - Golf & Mini Golf
 - Private Museum Tour
 - Wellness activities (yoga, sound bath, meditation etc.)
- Invite to be a guest on webinar / blog / podcast
- Office hours, panels, AMAs, talks (in-person, remote)