

7 Touch email sequence over a 13 days to BDR managers (sent from monday - friday [7am to 5pm])

Most replies received after 3rd stage emails go out.

Email 1: (Day 1)

Subject:

{{firstName}}, book more meetings

Body:

{{firstName}},

Do you want to increase the number of meetings your team books through outbound prospecting?

It is definitely challenging, especially when you don't use the right tools and the right strategy. Our customers such as <company A> and <company B> have increased their meetings by 3x using Salesgear.

[Salesgear](#) is a multi-channel sales engagement platform that helps you engage with prospects across email, LinkedIn and phone call to book more meetings.

Does it make sense to explore more? Worst case scenario, we can learn from each other on how we are approaching this.

Best,
Premsanth Rajamani,
Co-Founder at Salesgear.

Email 2: (Day 3)

Subject:

reply

Body:

{{firstName}},

Do you send emails to 500 people every day and barely get a response? You are not alone. Your content could be great and your target audience could be the right people as well.

However, if you cannot reach the inboxes and only land in spam, it doesn't even matter.

"With Salesgear, we are able to land 90% of the emails in inboxes, which is driving open rates upwards of 75%" - <customer name, title and company>.

Do you believe your open rates can go a lot higher? If you do, let us know and we can work together. If you don't, you still let us know and we will change that belief.

Best,
Premsanth.

Email 3: (Day 5)

Subject:

5 meetings per day

Body:

{{firstName}},

No, the subject line is not an attempt to get you to open the email. This is a number that our customers are able to achieve in reality. Of course, it depends on your target market as well.

You can put your outbound prospecting on auto pilot mode and generate meetings every day, while you focus on selling.

Do you have some time this week or next for a quick chat on this?

Best,
Premsanth.

Email 4: (Day 5)

Subject:

reply

Body:

{{firstName}},

The two key factors to achieve success in outbound prospecting are **multi-channel outreach** and **personalization**.

I'm sure all of us agree with this, but how do we scale? The reason we built [Salesgear](#) is exactly this. Engaging your prospects across email, LinkedIn and phone is crucial, and it is also critical to personalize the messaging.

Do you also think this is important, {{firstName}}?

Best,

Premsanth.

Email 5: (Day 9)

Subject:

Coffee?

Body:

{{firstName}},

Hope you're in good spirits.

I've been reaching out to you over the last few days about building/scaling your outbound lead generation channel.

Apologies if my persistence has become annoying. Please let me know if you'd like me to stop reaching out.

However, if you're looking to learn from my team who have scaled outbound to a \$50 million engine, we can chat over a coffee (virtually :))

Would you be available sometime this week or early next week for a brief call?

Best,
Premsanth.

Email 6: (Day 11)

Subject:

reply

Body:

{{firstName}},

Usually, by this time, I would have given up :)

However, I don't want to give up yet because I strongly feel that {{companyName}} can greatly benefit from what we are doing at Salesgear. 1000s of reps have already seen tremendous results and I would love to get one opportunity to explain to you about how they've done it.

"Salesgear is a game changer. It has improved our results by at least 3 times."- <customer name, title and company>., who has their 50 member BDR team on Salesgear.

If you think this sounds too good to be true, I urge you to do a 14 day trial for your team and reap the benefits. Would you be open to it?

Best,
Premsanth.

Email 7: (Day 13)

Subject:

This is my last email

Body:

{{firstName}},

Yes, this is my last email. As I mentioned before, I strongly feel that {{companyName}} can immensely benefit from the multi-channel outbound strategy that Salesgear provides.

However, if this is not a priority for you now, just let me know and I can reach out to you at a later time.

Out of curiosity, can you let me know why you are not interested in Salesgear with one of the options below? Your feedback is greatly appreciated.

- 1 - I'm already using another tool that I'm happy with.
- 2 - I don't believe Salesgear can help {{companyName}}.
- 3 - This is not a priority now. Reach out to me next quarter.
- 4 - Other. Please specify.

Looking forward to hearing from you.

Best,
Premsanth.

Few more emails used (Bonus)

Email 1:

Hi {{firstName}},

Gmail delivers only 88.1% of emails to inboxes; 3.8% get caught in spam.
Microsoft gets just 82.5% to inboxes and labeling 6.6% as spam.

Means that for every 10,000 cold emails that you send, 1000+ emails land in s-p-a-m folder.
Do you relate?

Email 2:

Hi {{firstName}},

If you are not doing the following, chances are your emails are not hitting inboxes:

- S-p-a-m scoring all your emails
- Checking your domain health constantly
- Email verification before they are sent out
- Warming up your emails
- Using multiple domains for your reach out

[Salesgear](#) can help you with deliverability. Let me know if you want to connect.

Email 3:

Hey {{firstName}}, imagine this...

You prospect, personalize, reach out and get a response, but forget to follow up?

Only 8% of sales reps follow up 6 or more times and 70% of sales reps will only send one email to prospects.

However, more emails can get you a 25% chance of getting a response.

A robust follow up campaign can assure that an SDR gets the meeting.

[Salesgear](#)'s custom workflows + triggers can help you do the job.

Would you like to know more?