

WHITE PAPER



How to Improve Sales Sequencing and Cadence Optimization



INTRODUCTION

Organizations are amassing large volumes of data that sales representatives can leverage to balance personalization with structured approaches to sales campaigns. Sales teams need to develop methods for enhancing sales processes to reduce sales challenges and complexities that organizations experience due to outdated systems, operations, and processes.

Traditional methods for creating sales campaigns don't account for new developments in technology, like data and analytics, SaaS, or machine learning, that are providing the foundation for building advanced customer lead and outreach solutions.

Automated sales solutions, like lead management software, can help capture specific data points along the customer journey so businesses can use analytics techniques to improve sales content, outreach, account matching, and routing.

Automated lead management also helps organizations define and improve strategies that maximize the effectiveness of sales representatives' capabilities and their ability to build connections with prospective buyers.

As sales representatives engage with buyers, they can deploy cadence and sequencing techniques that help to refine sales targeting and outreach processes to add new levels of dynamics to selling and increase customer response rates.

Traditional vs. Modern Lead Management Experiences

Each customer touchpoint needs to be tracked and monitored to deliver exceptional customer experiences that modern consumers have come to expect in the digital era.

Automated lead management solutions enable sales sequences that jumpstart sales campaigns. Businesses can automatically deliver personalized content that starts conversations with customers so sales teams can concentrate their efforts on their sales skills. When customers reach out through email, web, or phone calls, businesses can't miss out on these lead opportunities and let them dry up.

Automated sales sequencing helps businesses engage with leads based on their interactions with their business and sets up a series of actions that customizes outreach.

If we look at Salesforce, lead management is typically a full-time job for a Salesforce Administrator (SFDC), and some larger organizations might even deploy dedicated lead routing teams. But manually configuring lead routing is inconsistent, inaccurate, and very time-consuming. Technical errors can occur, and leads can easily be lost. Assigning leads could take weeks. SFDCs can spend all their time on the same repetitive tasks and still can't measure the effectiveness of their performance.

SFDC assignments aren't fit for the post-COVID world where fast-moving digital cloud solutions and capabilities are the norm. Automated lead management solutions provide end-to-end reporting on lead routing performance, and enhance synchronization with sales strategies and operations.

A Deeper Look at Sales Sequence and Cadence Optimization

Automated lead management solutions offer a deep level of customization in your customer interactions. It becomes difficult for sales representatives to find the best way to connect with customers in competitive markets.

Using data, you can identify patterns across different stages of customer interactions, such as times of contact or communication methods. [You can optimize cadence](#) for every selling situation by using analytics, which leaves a lot of room for sales teams to focus their attention on messaging or discovery

This level of data analytics customization even pertains to connecting with different customer personas, which is excellent for detailing specific customer segmentation processes. As you make changes to how you approach different customer profiles during sales interactions, updates are automatically made. This helps to narrow down the most effective sales approaches.

For example, suppose you are trying to target customers and drive attendance to a virtual event, like a webinar. In that case, you can engage prospective customers across different channels and set engagement timeframes. You can automatically start outreach campaigns before the event by sending invitation emails and follow-ups and identifying specific stages in the outreach processes to schedule calls.

A typical cadence sequence might look like this:

- Day 1: Email Invitation
- Day 3: Email Follow Up
- Day 5: Call and Leave Voicemail
- Day 7: Email Reminder
- Day 8: Call
- Day 9: Email Before the Event

You can use automation rules to trigger leads to these steps of the sequence. Also, you can assign leads to specific sales representatives or sales teams. This creates consistency in your outreach and new potential opportunities to convert leads into sales. Sales sequences like this are empowered by data and analytics and automation lead management software, because you can implement A/B testing, develop highly targeted and personalized outreach campaigns, and engage with customers across a versatile landscape from emails, calls, or social media.

Automated lead management capabilities bring visibility into sales campaigns, improving the productivity and performance of your sales teams so you have a complete account view. With traditional sales management software and solutions, sales teams can't be strategic by grouping account leads. If your sales teams are unable to target a specific group of potential customers then it results in inconsistent communication or pricing conflicts, for example. Automated lead management solutions are fit for an era of digital transformation, providing a complete, organized, and universal account view of specified groups.

Without modern technological capabilities like these, organizations will have trouble:
program.

- Procuring more contacts
- Correcting account information
- Understanding where to make investments
- Growing databases
- Communicating pricing

Enhance Sales Campaigns with the Right Lead Management Solutions

To deliver the best sales campaigns, you need to track where you are in the sales and networking process, optimize your sales strategies, and maximize your results. Lead management solutions from [LeadAngel](#) help organizations scale their sales teams to meet the demands of new and future customers.

Demonstrate your understanding of prospective customers by improving personalization in your targeted campaigns and learn how to build customer personas that align with unique industry challenges.

Navigating digital environments can be a complex process, but with the right capabilities, these processes can be simplified with tools that connect disparate systems and data sources and dashboards and interfaces built for ease of use.

[Contact LeadAngel](#) today to support your digital transformation and data analytics journey with automated lead management solutions fit for an era of best-in-class customer experiences.