

EMAIL SEQUENCING

LENGTH

1 Hour

CERTIFICATION

This is a required module for:

- Email Prospecting Specialization

FORMAT

Live

Here at SAGE, we started sending email sequences to our prospects a year after we launched the business. One month later, we realized we had tripled the number of meetings we booked compared to sending a single cold email. It's not to be understated – email sequencing has generated us more pipeline than any other prospecting technique we've ever tried (and we try everything!).

In this module, we help our participants apply the best practices of email sequencing directly to their own email outreach campaigns. We will help participants build and automate a ready-to-send 4-step email sequence that will change the game for them, much like it did for us.

LEARNING OUTCOMES

After taking this course, you should be able to:

- achieve a minimum 8% increase in response rates from your email prospecting campaigns

COURSE OUTLINE

Email Sequencing Fundamentals

- Email sequencing theory
- The Reminder email
- The Break-up email
- Ideas for mid-sequence emails
- Formatting for sales automation software
- Optimizing time delays between steps

Assignment

- Submit your own cold email sequence

(Optional) Individual Coaching

- Email editing & feedback workshop