



The Only 3 Outbound Sequences You'll Ever Need

Learn the ins and outs of each outbound
sequence inside



Introduction

It's the end of the quarter, and your sales team is scrambling. Your outreach hasn't gotten the job done – and now you're staring down unmet quotas.

For enterprise sales teams, this scenario is all too common. But it doesn't have to be your reality. In this guidebook, you'll find a trio of powerful, versatile sequences that will transform your outbound sales approach:

The General Outbound Sequence

The General Outbound Sequence (Sped Up)

The General Outbound Sequence (Slowed Down)



Meet The Sequences

The General Outbound Sequence

Imagine having a single outbound sequence so effective, so versatile, that it could be the only one you'd ever need for your entire career. That's the General Outbound Sequence.

It's a meticulously designed strategy that's optimized for multiple channels - LinkedIn, phone, and email. This sequence perfectly blends manual steps and automatic touches, ensuring you can engage your prospects on a personal level efficiently and also capitalize on the impact omnichannel outreach has.

Since it's not overly demanding on your time, this is an ideal sequence you can use with virtually any prospect. It's perfect for maintaining steady, consistent engagement with your prospects.

The General Outbound Sequence (Sped Up)

If you're a fan of the General Outbound Sequence but you're looking to move things along faster, especially if your buyer is sending strong in market signals, this sequence is your go-to.

It's designed to help you get more meetings booked in less time while still maintaining the stacking effect, a strategy that ensures consistent engagement with your prospects. It's perfect when you're reaching out to prospects who are considering a purchase, where fast response time is critical. This accelerated campaign consists of 13 touch points spread over 14 days. And while it moves fast, it's focused on keeping interactions meaningful and effective.

The General Outbound Sequence (Slowed Down)

If you're targeting high-level decision-makers, you'll want a more thoughtful and deliberate approach. That's where you'll want to reach for the slowed-down version of the General Outbound Sequence. It's designed to give you plenty of time to warm up a higher level decision-maker to your solution. With touches spread out over 60 days, this sequence allows you time to develop a meaningful connection, ensuring that your prospect feels valued and respected. It's ideal for high-stakes prospects who want a more careful, considered approach.

Keep reading to get all the details on the touch patterns for each sequence. You'll also find guidelines and tips for successful implementation – so you can get up and running right away.

01.

The General Outbound Sequence

We're making a bold claim on this one: If you could only use one outbound sequence for the rest of your career, this would be the sequence. This General Outbound Sequence is the perfect fit for virtually every prospect. It's a multi-channel strategy that mixes manual steps with automatic touches to consistently engage with your prospects in a more personal way.

This touch pattern optimizes for best practices, multiple channels and best of all, isn't a significant time investment for sellers to manage.

Where to use it: This sequence is used across three channels: LinkedIn, phone, and email.

How to use it:

- Use it when you can make references to a thought leadership piece or article your prospect has shared their opinion on.
- Position your prospect as someone you want to hear from rather than selling anything just yet.
- Can't find an article? Ask if you can share a different article and explain why you want their thoughts on it.


Keys to success:


- Timing is everything here. Don't dig up an article they wrote 6 years ago. Try to find something current.
- Leverage the "Stacking Effect" by being consistent in completing each step of this sequence on time.
- Avoid forcing a straightforward, objective piece of writing to fit into the template below as it won't work.
- Don't skip channels. Omni-channel has been shown to be far more effective at getting replies than just a single channel approach.


How It Works

15 steps over 27 business days


Day 1


 **Step 1 • Email - Introduction**
Make your first introduction with prospect-focused copy.

 **Step 2 • LinkedIn**
Double tap on your intro email with a connection request on LinkedIn.


 **Step 3 • Call - No Voicemail**
Now give your prospect a call to round out your introduction.


Day 3

 **Step 4 • Follow Up - Threaded**
Use a short, contextual bump email to jump to the top of your lead's inbox.


 **Step 5 • Call - Voicemail**
Keep the momentum going with a phone call and voicemail.

Day 4


 **Step 6 • Call - No Voicemail**
Don't skip a call step. Some buyers are easiest to reach via phone.

 **Step 7 • Email - Referral - Threaded**
Use the same thread to ask if there is someone better in the organization to direct your questions to.


Day 7

 **Step 8 • LinkedIn**
Use LinkedIn's InMail feature to send your prospect a personalized message.


Day 10

 **Step 9 • Call - No Voicemail**
After a few days off, continue the stacking effect with a phone call.


Day 14

 **Step 10 • Email - Reintroduction**
Start a new thread with a different intro email to engage your prospect.


Day 15

 **Step 11 • Email - Multiple Choice - Threaded**
Use a short list of options to make replying with a preferred next step easy for your prospect.


Day 17

 **Step 12 • Email - Follow Up - Threaded**
Use a short, contextual bump email to jump to the top of your prospect's inbox.


Day 19

 **Step 13 • Call - No Voicemail**
Make this call in the morning.

Day 21

 **Step 14 • Call - Voicemail**
After a day off from new steps, follow up with a final phone call and voicemail.

Day 27

 **Step 15 • Email - Break Up - Threaded**
Say "Goodbye for now" through a final effort to engage with your prospect. Breakup emails usually produce above average replies.

Example Email

Here is an example email to kick off the sequence. You can fill in the blanks with research uncovered on your prospect using the Regie.ai Chrome extension, specifically the LinkedIn Article feed it pulls, to help fast track the process:

SUBJECT LINE

Thoughts on [[trending topic]]?

BODY TEXT

{{first.name}},

Enjoyed reading your view on [[!! KEYWORD]] in [[!! ARTICLE]].

Especially loved the point you made about [[key takeaway]]. I've always thought [[differing or supportive viewpoint]].

Would love to continue the conversation sometime next week if you've got the time.

Best,

{{sender.first.name}}

Make It Yours

The key to this sequence lies in personalization. The more information that you can glean from your prospect's background, accomplishments, and activities, the better this sequence will perform.

If you find that research is taking the longest out of all the parts of creating this sequence, Regie.ai can help pull in relevant prospect data to make personalization a snap. With all that info gathered in one place, it's that much easier to write more personalized messages.

02.

The General Outbound Sequence (Sped Up)

If you're a fan of the General Outbound sequence but want to move things along faster, you're in luck. The General Outbound (Sped Up) sequence is an accelerated campaign that ensures a higher frequency of touchpoints within a brief period, creating urgency for the buyer.

This fast-paced sequence consists of 13 steps within 14 days. While it moves on a quicker timeline, it doesn't compromise on the effectiveness of your outreach. The aim is to get meetings on the calendar faster – while also creating the crucial stacking effect.

Where to use it: This accelerated sequence runs across the following channels: email, phone, and LinkedIn.

How to use it:

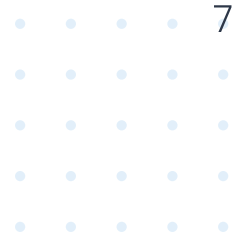
- Turn to this sequence with prospects who are likely to be aware of your solution already and considering a purchase.
- Pack your outreach with pertinent information, but keep it succinct to respect your prospect's time.
- Follow up with prospects quickly to maintain a rapid flow of communication.

Keys to success:


- With this sequence, the key is rapid but personalized communication. Stick to one consistent tone throughout your outreach to give the sequence a cohesive feel throughout each touchpoint.
- Utilize each engagement channel, customizing your outreach to suit each platform.
- While this is a 'sped up' sequence, that doesn't mean you can slack on quality. Always prioritize the quality, personalized interactions over volume.


How It Works

13 steps over 14 business days





Day 1

 **Step 1 • Email - Introduction**
Make your first introduction with prospect-focused copy.


 **Step 2 • Call - Voicemail**
Double tap on your initial email with a phone call and voicemail.

Day 2


 **Step 3 • Call - No Voicemail**
Keep the momentum going from the day before with another phone call.

 **Step 4 • Email - Follow Up - Threaded**
Use a short, contextual bump email to jump to the top of your prospect's inbox.


Day 3

 **Step 5 • Call - No Voicemail**
Continue the stacking effect by calling the prospect on a day without an email.


Day 4

 **Step 6 • Email - Follow Up - Threaded**
Check in with a follow up email that uses an interest-based CTA.


Day 5

 **Step 7 • Email - Reintroduction**
Start a new thread for your second introduction email.


Day 7

 **Step 8 • Call - No Voicemail**
Make this call in the morning.


Day 10

 **Step 9 • LinkedIn**
After a few days off, send your prospect a connection request on LinkedIn.


Day 11


 **Step 10 • Email - Follow Up - Threaded**
Use a short, contextual bump email to jump to the top of your prospect's inbox.

Day 13

 **Step 11 • Call - Voicemail**
Make this call in the afternoon.

Day 14

 **Step 12 • Call - No Voicemail**
Follow up on your previous outreach with a final phone call.

 **Step 13 • Email - Break Up - Threaded**
Say "Goodbye for now" with a last ditch effort to engage with your prospect. Breakup emails usually produce above average replies.

Example Email

SUBJECT LINE

[[persona]]s have this in common

BODY TEXT

Hey {{first.name}},

I've been following {{recipient.company}} for awhile now – really impressed by [[recent accomplishment]].

I know you probably get hit up a lot, so I'll keep it short.

I interact with [[persona]] daily, and often hear this common challenge they share: [[pain point]]. We help companies like [[social proof]] solve this by [[specific method]]. Does {{recipient.company}} experience something similar?

I've attached a [[collateral type]] that demonstrates our approach:

{{!! INSERT COLLATERAL !!}}

Interested in exploring this further?

Cheers,
{{sender.first.name}}

Make It Yours

This sequence is designed for a succinct, straightforward approach. If you wish to add more warmth or personality to it, add in some friendly words or insightful questions. But be sure to keep the word count under 100 and ensure a healthy I:You ratio – preferably two "yous" for every "I". Regie.ai has a built in email analyzer that will help you monitor these best practices before pressing send.

03.

The General Outbound Sequence (Slowed Down)

With high-level decision makers, sometimes you'll want a more thoughtful and deliberate approach. You don't want to rush the relationship. Instead, you want a slow burn, gradually building engagement over an extended period.

The General Outbound (Slowed Down) sequence has been designed with these factors in mind. With a touch pattern spread over 60 days, you offer your prospect ample time to warm up to you and your solution, build familiarity, and allow your relationship to develop more organically over time.

Where to use it: This slow-burn sequence operates through email, phone, and LinkedIn.

How to use it:

- Focus on delivering value, crafting messages that are informative and respectful of your recipient's time.
- Avoid pushing for a quick sale. Instead, allow the relationship to progress naturally without coming off as salesy or pushy. Lead with value and insights first.
- Build relationships by customizing your outreach to the specific needs and expectations of high-level decision-makers.


Keys to success:


- When you're taking it slow, patience is key. Don't rush your prospect with overly aggressive or pushy language. Allow them to take their time as they work through their decision-making process.
- Focus on relationship-building over time. High-level decision-makers appreciate a thoughtful, considered approach that offers genuine solutions to their specific challenges.
- Email, phone, and LinkedIn each offer different ways to build the relationship with your prospects, so use each to full advantage.


How It Works

18 steps over 60 business days


Day 1

 **Step 1 • Email - Introduction**
Make your initial introduction with copy that's personalized to your prospect.


 **Step 2 • LinkedIn**
Send your prospect a Connection Request via LinkedIn.

 **Step 3 • Call - Voicemail**
Double tap on your initial email with a phone call and voicemail.


Day 4

 **Step 4 • Call - Voicemail**
After a few days off from new steps check in with a call.


Day 7

 **Step 5 • Email - Follow Up - Threaded**
Use a short, contextual bump email to jump to the top of your lead's inbox.


Day 10

 **Step 6 • Call - No Voicemail**
Continue the stacking effect by calling your prospect on a day without an email.


Day 17

 **Step 7 • Email - Reintroduction**
Start a new thread for your second introduction email.

Day 18

 **Step 8 • LinkedIn - InMail**
Engage on LinkedIn with an InMail message.


Day 19

 **Step 9 • Call - Voicemail** 10
Call in the morning.


Day 23

 **Step 10 • Email - Follow Up - Threaded**

Day 25

 **Step 11 • Call - No Voicemail**
Call in the afternoon.

Day 30

 **Step 12 • LinkedIn - InMail**
Engage on LinkedIn with a second InMail message.


Day 37

 **Step 13 • Email - Follow Up - Threaded**

Day 40

 **Step 14 • Call - No Voicemail**

Day 50

 **Step 15 • Email - Reintroduction**
Start a new thread for your final introduction email.


Day 54

 **Step 16 • Call - Voicemail**

Day 58

 **Step 17 • Call - No Voicemail**

Day 60

 **Step 18 • Email - Break Up - Threaded**
Say "Goodbye for now" with a last ditch effort to engage with your prospect. Breakup emails usually produce above average replies.

Example Email

SUBJECT LINE

Your [[achievement]]

BODY TEXT

Hey {{first.name}},

Just saw your post about [[achievement]]. Congrats!

[[line/part of achievement]] inspired me in particular: [[quote if applicable]]

It made me think: how is your team handling [[value prop that ties into achievement]]?

Would love to share an idea or two on the subject if you have time.

Worth exploring further?

Cheers,
{{sender.first.name}}

Make It Yours

If the above template comes on too strong for your liking, dial down the intensity by removing the final paragraph and use it in your next email instead. That way, you can maintain a direct approach – but spread it over two emails for a gentler touch.

Closing Thoughts

With any sales campaign, the quality of your output is only as good as the quality of your input.

To maximize the effectiveness of these sequences, ensure you're working with clean contact data, take the time to craft personalized copy that's relevant to your buyers, and ensure that your sales reps follow the touch patterns to take advantage of the stacking effect.

And these sequences are just the beginning. With [Regie.ai](#), your sales team can craft compelling sales sequences in minutes and personalize them in seconds... all using the power of Generative AI and built in best practices from over 55 million emails analyzed.

Try Regie today, and start sending emails that stand out in the inbox – and drive more sales.

