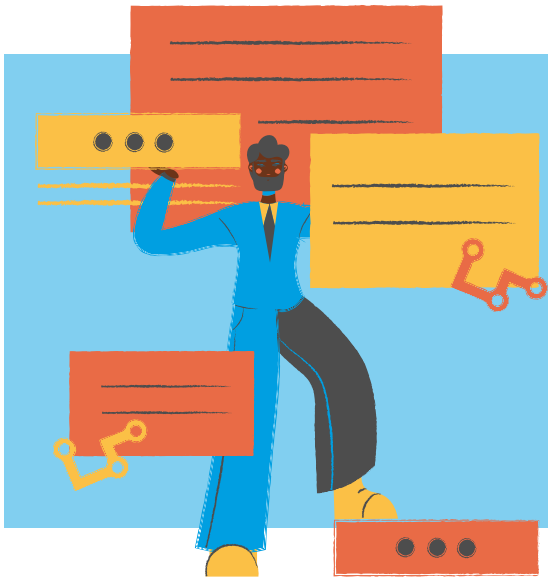


REGIE

THE SECRET TO BUILDING PERSONA-BASED SEQUENCES



It's no secret prospecting is getting harder every year. Leads are harder and harder to convert, and across the board sales leaders are feeling the impact of diminishing connection rates, diminishing email replies, and a diminishing pipeline.

Dive in as we address the biggest hurdles of prospecting campaigns and the secrets to overcoming them to book more meetings.



PEOPLE ARE BUSY.

It's as simple as that. People are more distracted and have more on their to-do lists than ever before, making it even harder to grab their attention. A prospect may know they need help, they may even be actively seeking it, but with their plate already packed to the brim you need to stand out before they're adding something else into their day.



CHANNELS ARE SATURATED.

From their email inbox, to voicemail, to LinkedIn, and more - channels are saturated. Putting yourself in the prospect's shoes: Are you going to give more than a quick delete to a message that's unengaging and misses the mark on the problem you have?



THE BUYING PROCESS HAS CHANGED.

Prospects no longer sit by the phone waiting for salespeople to educate them on what options exist to solve their pain points. Instead they research independently and only engage a salesperson when they know what they want (even if it isn't what they need). This makes engaging prospect early in their discovery process even more difficult than it used to be.

SOUND FAMILIAR?

You've likely felt the frustration of each of these hurdles. Let's dive into the secret to overcoming these hurdles, with recommendations you can implement today to book more meetings!



1. IMPLEMENT LONG SALES CAMPAIGNS USING MULTIPLE CHANNELS THAT YOUR PROSPECT SPENDS TIME IN.

Long (7-15 step) sales campaigns (also known as sequences) put you consistently in front of a prospect and increases your odds of getting their attention. Sequences work because they help sellers build a relationship through micro impressions with prospects before they have ever met. By orchestrating steps in the sequence to build on each other, sellers can gradually warm prospects up to them as people and the importance of the problem they solve. The more personable, relevant, and credible a message is (over several steps of the sequence) the higher likelihood that a prospect will engage.

Recommendation: Make sure every touch adds to the conversation. Earn the right to be in their inbox through an additional article, something you've learned about the company through your own research, or a point you wanted to follow up on from your previous email.

Ex: Instead of "Hey, just following up to see if you got my last email. Let's connect soon!" which adds no further value to the conversation, try "Hey, following up to see if you had any questions on the guide I sent over. I know your company works with clients like those in point #2 so make sure you take a look. If you have any questions let's connect soon!"

2. SPECIFIC LANGUAGE, STORIES, AND PAIN THAT IS RELEVANT TO THEM.

Designing interactions to not only build on themselves, but to do so for your specific audience (influencer, champion, or buyer) that is relevant to them, is key. This comes back to a critical step that most sequence builders miss - designing based on their persona's set and setting. At the highest level this comes back to their pain points and responsibilities (How can you help me win?). Unfortunately, that's no longer enough and must now be refined to specific channels, tones, and social proof (Why you?).

Recommendation: Lead with customer stories. People want to know you've done this before - that they're not alone and you've been there to help someone through it.

Ex: Instead of "We know XYZ can be difficult", try "We've seen companies like yours struggle through XYZ and we've helped provide a solution through ABC." If you're not far enough along try, "XYZ is one of the biggest problems in your industry because of these 3 specific reasons." You don't have to have done it a million times - if you can't speak to the success, you need to be able to be an expert in their pain.

3. BE SUCCINCT AND HELP DO THE WORK FOR YOUR PROSPECT.

Whether it's reasons they should reconsider, information to take to their boss, or solutions to learn how to solve their pain point - if you can make them the hero they're automatically more likely to make time for you. This will also help you stand out to a prospect enough to disrupt their normal, and build enough interest to get a reply. Provide enough value to stop a prospect in a moment, capture their attention in a message, and illicit a response.

Recommendation: Serve, don't sell. Companies buy slowly, and oftentimes they're not talking to the sales team until they've made up their mind. Have your sequence built like you're trying to help a low level manager make a case to the executive team (*depending on your ICP). By providing resources to your point person you're able to follow up while providing the resources they need to ultimately make a decision.

Ex: Instead of "Hey, can we get that meeting on the books?", try "Hey, I'm sure you're slammed, but just popping this up to the top of your inbox. Frontline leaders are often frustrated with XYZ, and I'd love to touch base on how we can help work those frustrations up the ladder to ultimately find a solution."



THE LAWS OF PERSUASION



Overall, the best sequences can speak clearly to the pain that companies solve for AND build a personal relationship with the prospect in their preferred manner over time. The secret behind overcoming the hurdles of busy prospects, saturated channels, and a changing buying environment, takes us back to the laws of persuasion and how people make decisions based on scarce resources.

A great sequence works to combine these two elements - **I can help you win and I am a real, likable, effective person that is already working hard for you.** This personal element builds on people's sense of obligation (reciprocity), connection (liking), or curiosity (scarcity) to drive them to take the time to find out more. Which is the goal for anyone prospecting - not to sell their services from the start, but to sell a meeting (which will be the opportunity to sell more from there).

With the many moving parts of an impactful sequence, it comes down to partnering long sales campaigns (across channels prospects engage in) with the laws of persuasion that are proven to help them convert. When sales teams provide value, and work to serve over sell, they are able to overcome to hurdles of persona based sequences.

"NOW HOW DO I GET THERE?"

Thankfully, you no longer have to build persona based sequences on your own. Instead you can use a sequence creation tool, like REGIE, to help you. REGIE walks you through the process of designing a persona and workflow specific sales campaigns. By helping companies differentiate their sequences by workflow, buyer persona, and priority, REGIE customers are empowered to create more thoughtful sequences, faster - it's a game changer.

Interested? [Let's meet.](#)

