Sam Nelson's Agoge Sequence

Use this 15-touch sequence to drive your response rates through the roof

Don't you hate it when prospects don't respond?
Most reps do - but most don't have a system that they can follow, so they wing it.

Not Sam Nelson. Sam - founder at SDRLeader.com and Agoge and blue-haired sales wizard - created a 15-touch, multi-channel sequence you can use and adapt to your own style.

It features a combination of manual and automated tasks that you can perform over a 27-day period, starting with the first email and ending with a breakup email (that isn't really breaking up).

Follow this sequence to get 2x more responses, or your money back*.

*This is free, so there's no money. Sorry.

The Opening Emails	**Middle Emails**	**Social Touches**	**Calls**	**Breakup Email**

Step	Task	Day	Automated
1	Manual Email	1	No
2	LinkedIn Follow	1	No
3	Phone Call	1	No
4	Email Reply	3	Yes
5	Phone Call	3	No
6	Phone Call	4	No
7	Email Reply	4	Yes
8	LinkedIn InMail	7	No
9	Phone Call	10	No
10	New Email	14	Yes
11	Reply Email	15	Yes
12	Reply Email	17	Yes
13	Phone Call	19	No
14	Phone Call	21	No
15	Breakup Email	27	Yes

Step #1

Manual Email

The first email is the powerhouse of the entire sequence. A great one will boost the impact of the rest of the sequence. It's an investment that delivers compound interest - except instead of more money, you're getting more attention.

Here's how the first two sentences should be personalized:

Sentence #1: Get the prospect's attention, prove you did research.

Sentence #2: Tie that into a product value proposition.

The rest follows the template below.

Template

Subject: hey **{{first_name}}**

Hi **{{first_name}}**,

I saw on LinkedIn that **[SDR inserts observation that couldn't be written by a robot]**. I would love to help you **[insert what your company does]**.

[Insert templated 2-3 sentence description of value prop (describe clearly in shortest amount of space possible)].

We need to meet!

I have time **{{weekdays_from_now 1}}** or **{{weekdays_from_now 2}}** pretty much all day. When works for you?

Thanks in advance,

{{sender.first_name}}

Step #2

LinkedIn Follow

This sequence is a multi-channel approach, and LinkedIn is your prime B2B channel. So, we'll reach out to them twice in this sequence, starting with a simple step: shooting them over a connection request.

Don't spend a lot of time personalizing this request; your goal is to make a relevant connection, not a sale.

Step #3

Phone Call

Our first call - and this is important - uses the first two lines of your email as your opener. Whatever you said in the initial touch, use it in your call, for 3 reasons:

1. It reinforces your messaging
2. You can create a more personal touch
3. Prospects won't recoil from a generic intro

The great part: no additional research required. Just reference the email you sent before you dial.

Step #4:

Email Reply

Data suggests that reply emails - contrary to what some think - actually do work.
The job of this email is to bump your email back to the inbox.

Just use one sentence and reply so that your original, personalized email is still visible.

Example:

"Any thoughts?"

"Just seeing if you got this…"

"What do you think?"

Steps #5 and #6

Phone Call

Create two more touchpoints. You can tweak the opener to mix things up a bit, but stick as much to the core message as possible.

Step #7

Email Reply

At this point, we're going to send a slightly longer reply email. Same as before: make sure the original email is still visible.

Template

Hi **{{first_name}}**,

Making sure my last note reached your inbox. I know things can get lost and I wanted to get back on your radar.

When can I get a few minutes on your calendar to talk?

Thanks,

{{sender.first_name}}

Step #8

LinkedIn InMail

Time for our second touch on LinkedIn, through InMail. These messages are very visible; chances are, if you send one to a prospect, they'll at least notice it (even if they don't open).

Take the first two sentences of your first email and rephrase them, while sticking to the same general points.

If they don't see this opener in your first email, they may see it here, and vice-versa.

Step #9

Phone Call

Keep dialling.

Step #10

New Email

On day 14, if you haven't broken through, freshen up your message and send a new email.
The good thing is, you can automate these next 3 emails in the sequence.
Two templates are below.

Template 1

Subject: did you get my voicemail?

[Expected benefit] is usually extremely interesting to **[prospect's position]** like you.

[Quoted customer name] at **[account name]** said, **"insert quote here."**

{{first_name}}, I'm willing to bet your team would get similar results. Let's find out.

How does your calendar look **{{weekdays_from_now 2}}** or **{{weekdays_from_now 3}}** for a chat?

{{sender.first_name}}

Template 2

Hey **{{first_name}}**,

I noticed your experience in sales management roles and given our customers in your space you will find this relevant.

Outreach is a sales engagement platform that streamlines workflow so your team is more efficient, effective, and productive.

[Insert a customer quote that builds on the previous statement]

{{first_name}}, I'm willing to bet your team would get similar results. Let's find out. How does your calendar look **{{weekdays_from_now 1}}** or **{{weekdays_from_now 2}}** for a chat?

Best,

{{sender.first_name}}

Step #11

Email Reply

With this reply email, we want to bump your new email up to the top of the inbox, one day after you send it.

Our goal is to be contrite and ask them to forward you to a more appropriate contact. Sometimes they will, especially if they really aren't the best contact (and/or if you're nice).

Template

Hey **{{first_name}}**,

I want to be absolutely sure I have the right contact. If I missed the mark here, I apologize.

If you've been busy, but are the appropriate person, could we put a few minutes on the calendar to discuss Outreach in the near future?

If not, I'd appreciate your passing me along.

Thanks in advance,

{{sender.first_name}}

Step #12

Email Reply

Sent two days after the previous reply email, this version is the second-to-last email you'll send in the sequence. It's shorter, and since it's been a few days since they've heard from you, it can really provide a spark.

Template

Hi **{{first_name}}**,

Making sure my last note reached your inbox. I know things can get lost and I wanted to get back on your radar.

When can I get a few minutes on your calendar to talk?

Thanks,

{{sender.first_name}}

Step #13 and #14

Phone Call

More dials. Don't worry; these are the last two in the sequence.

Step #15

Breakup Email

You're not really breaking up; you're trying out a different approach one last time. A lot of reps think that if you make it to this stage, it's hopeless. In reality, contacts open these emails and reply all the time. Sometimes, they even apologize for not getting back sooner! Who'da thunk.

Here's the key principle: it's better to be remembered than liked. We want a strong reaction (preferably a positive one, but we'll take what we can get).

If they reply, then find their phone number in their signature, give them a call thanking them for their response (and apologizing if they didn't have a positive reaction), articulate your value prop, and ask for the meeting.

But if they don't, it's okay - you can free up your valuable selling time to pursue convos and deals that are more likely to happen.

Template 1

Subject: is **{{work_phone}}** the best number for you?

Hey **{{first_name}}**,

I'm pretty new here and I'm trying to figure out why I haven't been able to get a hold of you. **{{account.name}}** was identified as a company that would get an extremely high ROI from Outreach and I'm trying to find out where I went wrong.

We're both in sales here and I'm sure you've been in a similar situation where you've done everything possible and still can't get the attention of a high-priority prospect.

For my own growth as a salesperson, would you be so kind as to just tell me why you have not responded?

Thanks for any help,

{{sender.first_name}}

Template 2

Subject: :(

{{first_name}}

I don’t want to be rude but I have been reaching out for weeks and this is starting to feel like a one-way conversation.

I’ve researched you and your company, I’ve called you 6 times, I’ve left messages, InMails… everything in my power. I KNOW Outreach can be a game changer for **{{account.name}}**.

Even if you don’t have time for a demo, can we at least chat so you can see why I’m being so persistent?

{{sender.first_name}}

Template 3

Subject: should I go kick rocks?

{{first_name}},

I’ve been reaching out to you for quite some time and have yet to hear back. I’m sure you’re either:

1. inundated with projects
2. out of town on travel
3. stuck under a giant boulder

If it’s # 3, let me know so I can send help! To recap, these are the issues we solve:

1. missing revenue goals
2. failure to follow up on leads effectively
3. disparity in rep production

If any of these resonate with you, we should connect! When would be most ideal for your schedule?

Best,

{{sender.first_name}}

And that's a wrap folks!

Follow the above sequence and you'll amp up your response rates and be a more efficient sales machine.

Thanks to Sam for making this insight available to 30MPC.
Check out more from Sam here.