

# Nick's 25 Day Sales Cadence

## Woodpecker x 30 Minutes to President's Club

What's going on folks! It's Nick Cegelski here, crashing the Woodpecker party.

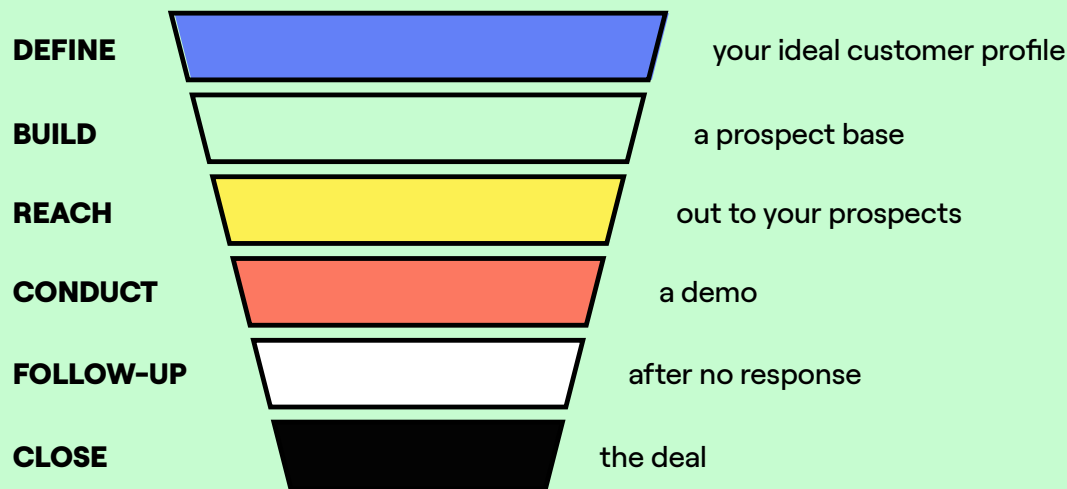
It's not easy to build an effective sales cadence to reach your prospects with the right time, channel, and messaging.

### Here's my personal cadence of...

- ✓ attention grabbing emails
- ✓ conversation starting LinkedIn msgs
- ✓ reply boosting voicemail scripts
- ✓ appointment setting cold call scripts

### ... And the exact order to say and send!

### The problems...



# Our answer

## SECTION 1

### The Density Days

Day 1-2  
Steps 1-4



**Email**  
Step 1, Day 1



**LinkedIn Request**  
Step 2, Day 1



**Cold Call**  
Step 3, Day 2



**Email**  
Step 4, Day 2

## SECTION 2

### Repeat Yourself

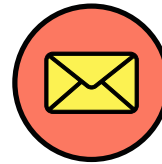
Day 5-8,  
Steps 5-7



**Call**  
Step 5, Day 5



**Email**  
Step 6, Day 5



**Email**  
Step 7, Day 8

## SECTION 3

### Gear Shift

Day 11-14,  
Steps 8-11



**Call**  
Step 8, Day 11



**Video Email**  
Step 9, Day 11



**Call**  
Step 10, Day 14



**Email**  
Step 11, Day 14

## SECTION 4

### Let It Ride

Day 17-25,  
Steps 12-15



**Email**  
Step 12, Day 17



**Email**  
Step 13, Day 20



**Email**  
Step 14, Day 24



**Disposition**  
Step 15, Day 25

## SECTION 1

# The Density Days

## Day 1-2, Steps 1-4



### Email

#### Step 1, Day 1

{{FIRST\_NAME}}

{{! Comment goes here }}

Most attorneys are sick of accounting for every billable moment of their time. Recreating days of work to build a timesheet is brutal.

Attorneys use Ping's timesheet synthesizer to save hours/week timekeeping.

Open to learn more?

Nick Cegelski | Strategic Partnerships



### LinkedIn Request

#### Step 2, Day 1

Send connection request

Hey {{FIRST\_NAME}}, I just emailed you. Let me know what you think.

<https://www.linkedin.com/in/nick-cegelski/>



### Cold Call

#### Step 3, Day 2

[Justin] this is Nick Cegelski with 30MPC. I know you didn't expect me to call you this afternoon.

Mind if I take one minute to share why I called you specifically and then you can tell me whether or not it makes sense to speak?

#### **Voicemail**

Voicemail: I'm about to send you a video message



## Email

Step 4, Day 2

Follow up in the same thread.

Thoughts?

Sent from my iPhone

## SECTION 2

# Repeat Yourself

Day 5-8, Steps 5-7



## Cold Call

Step 5, Day 5

VM = explain pain, point back to email.



## Automated Email

Step 6, Day 5

Follow up in the same thread

[[FIRST\_NAME]] - just tried you at the office. Open to speaking sometime next week?

Sent from my iPhone



## Automated Email (New Thread)

Step 7, Day 8

Subject: Missing time

[[FIRST\_NAME]]

Attorneys that neglect to track 100% of their time are throwing money in the trash can.

Ping ensures billable time won't slip through the cracks. Firms using Ping boost billable time by 128 hours per attorney/year.

Lunch is on me if you're open to check it out.

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### SECTION 3

# Gear Shift

Day 11-14, Steps 8-12



## Cold Call

Step 8, Day 11

[Justin] this is Nick Cegelski with 30MPC. I know you didn't expect me to call you this afternoon.

Mind if I take one minute to share why I called you specifically and then you can tell me whether or not it makes sense to speak?

### **Voicemail**

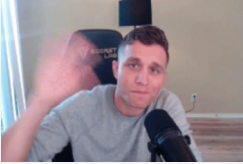
Voicemail: I'm about to send you a video message



## Automated Video Email

Step 9, Day 11

[[FIRST\_NAME]] -- in lieu of a normal email follow up, I filmed a 16 second video message



I am indeed a real human being!

Let me know what you think (or if you hate the video...)

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## Cold Call

Step 10, Day 14

Make a call



## Email

Step 11, Day 14

Follow up in the same thread.

Was the video bad?

Sent from my iPhone

## SECTION 4

# Let it Ride

Day 17-25, Steps 13-15



### Email

Step 12, Day 17

Follow up in the same thread.

{{FIRST\_NAME}} -

Attorneys often tell me they wish they had a better way to do their timekeeping.

Open to see a better way?



### Email

Step 13, Day 20

Follow up in the same thread.

{{FIRST\_NAME}} - You're either way too busy chasing down timesheets OR my outreach has been totally irrelevant.

Mind letting me know if I'm in the wrong place?



### Email

Step 14, Day 24

Follow up in the same thread.

Hey {{FIRST\_NAME}}

I haven't heard back from you, so I'm going to assume Time by Ping is not on the radar today.

Mind giving me a thumbs-up or down?

# Bonus: Sales Cadence Walkthrough Video

**14 steps. 24 days. Multiple channels.**

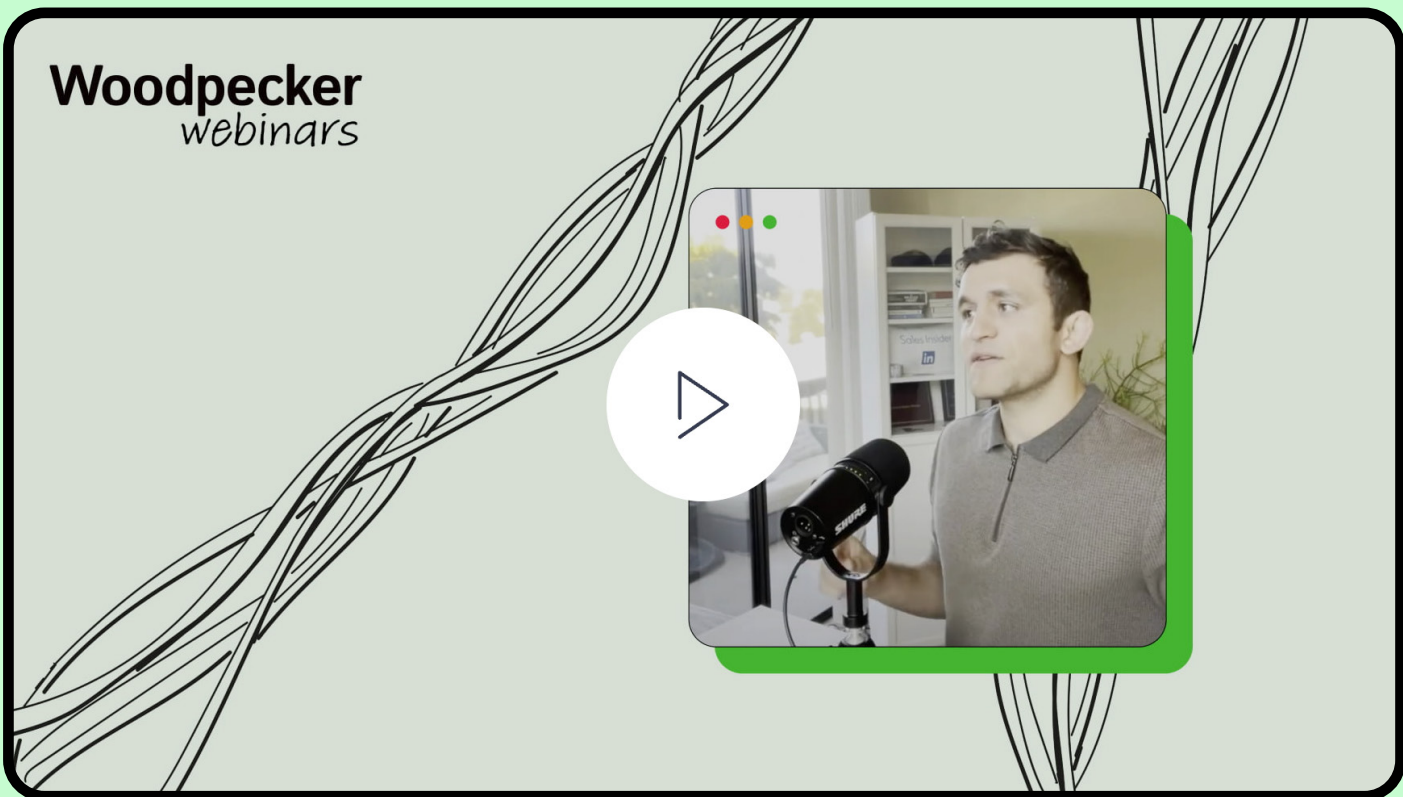
Woodpecker folds all of your multichannel outreach under one roof.

And just when you thought it was over...there's one more thing!

I built this cadence live with Woodpecker, and you can watch the entire thing here:

<https://playbks.com/30mpc-ebook-webinar>

- ✓ Why each individual drip / script works
- ✓ How I plan the specific order of each step
- ✓ Common mistakes with multichannel outreach



Woodpecker





# Before You Go: Special Offer

You've read the guide, you've watched the overview video.

Now, try all Woodpecker products for free with a 30-day or 500 cold emails trial 😊

Grab it here: <https://playbks.com/woodpecker-trial-30mpc-ebook>



## What you'll get:

- ✓ **New Woodpecker Customers**
- ✓ **500 emails credits (instead of 50)**
- ✓ **30 days (instead of 7)**
- ✓ **100 limit activation for this promo link**
- ✓ **Access to LinkedIn Automation Slot**



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