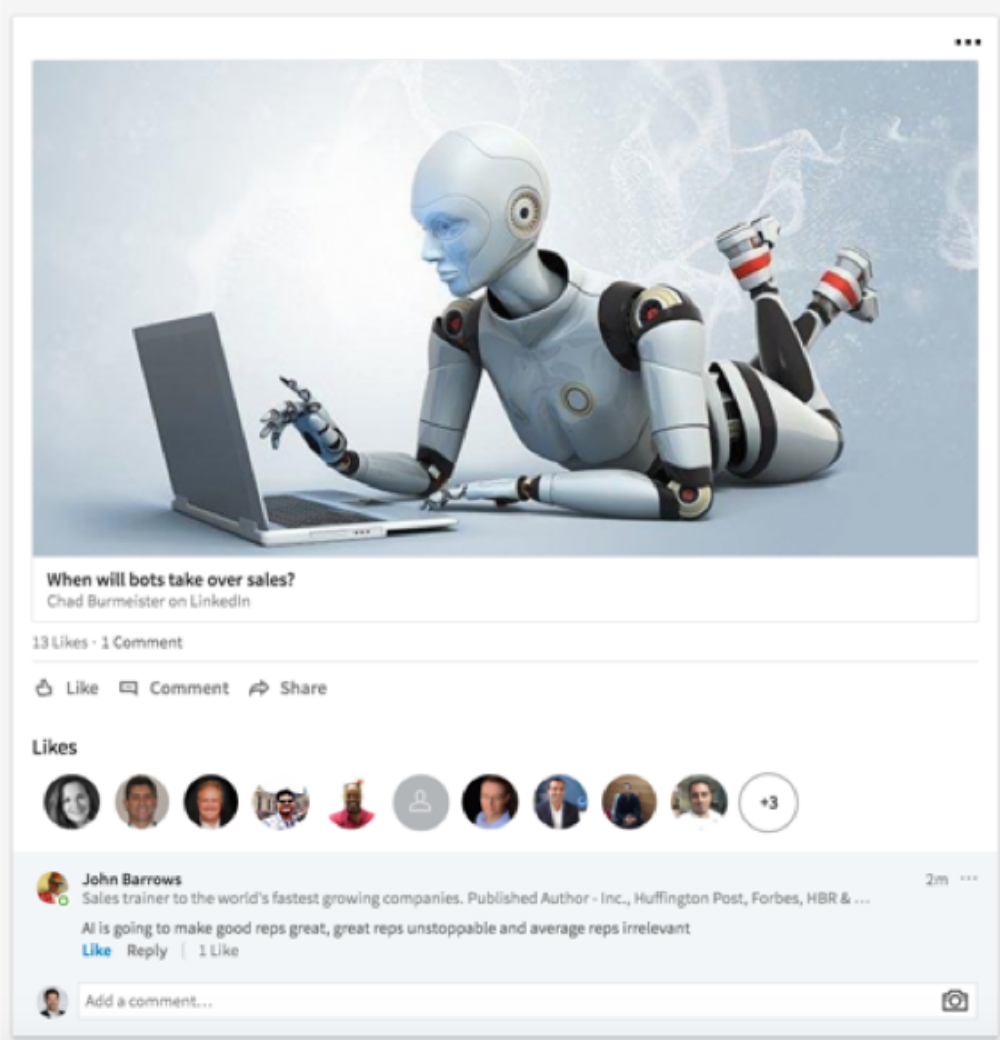




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“AI is going to make good reps great, great reps unstoppable and average reps irrelevant”, **John Barrows**



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Multi-Channel Playbook: Dormant Leads

STEP	DAY	ACTION	CONTENT
1	Day 1	Send Email #1, Voicemail #1, Connect on LinkedIn	Message #1: Refer to the action they took
2	Day 2	Dials x2 (no voicemail)	Refer to 1 st email
3	Day 4	Send Email #2	Single Touch: Value-add content #1
4	Day 7	Dials x2 (no voicemail)	Refer to 2 nd email
5	Day 9	Send Email #3	Single Touch: Value-add content #2
6	Day 11	Dials x2 (no voicemail)	Refer to 3 rd email
7	Day 12	Send Email #4	Double Touch: Pain-centric message #2
8	Day 14	Dials x2 (no voicemail)	Refer to 4 th email
9	Day 18	Send Email #5	Double Touch: Value-add content
10	Day 21	Dials x2 (no voicemail)	Refer to 5 th email
11	Day 24	War Dials x2 (no voicemail)	Refer to 5 th email
12	Day 30	Send Email #6, Voicemail #2	Double Touch: Final touch

Multi-Channel Playbook: Downgraded Opp

STEP	DAY	ACTION	CONTENT
1	Day 1	Send Email #1, Voicemail #1, Connect on LinkedIn	Message #1: Refer to their prior interest
2	Day 2	Dials x2 (no voicemail)	Refer to 1 st email
3	Day 4	Send Email #2	Single Touch: Value-add content #1
4	Day 7	Dials x2 (no voicemail)	Refer to 2 nd email
5	Day 9	Send Email #3	Single Touch: Value-add content #2
6	Day 11	Dials x2 (no voicemail)	Refer to 3 rd email
7	Day 12	Send Email #4	Double Touch: Pain-centric message #2
8	Day 14	Dials x2 (no voicemail)	Refer to 4 th email
9	Day 18	Send Email #5	Double Touch: Value-add content
10	Day 21	Dials x2 (no voicemail)	Refer to 5 th email
11	Day 24	Dials x2 (no voicemail)	Refer to 5 th email
12	Day 30	Send Email #6, Voicemail #2	Double Touch: Final touch

Multi-Channel Playbook: Outbound

STEP	DAY	ACTION	CONTENT
1	Day 1	Send Email #1, Connect on LinkedIn	Pain Centric Message #1
2	Day 2-3	Dials x2 (no voicemail)	Breakthrough Script
3	Day 4	Send Email #2	Single Touch: Value-add content #1
4	Day 7-8	Dials x2 (no voicemail)	Breakthrough Script
5	Day 9	Send Email #3	Single Touch: Value-add content #2
6	Day 10-11	Dials x2 (no voicemail)	Breakthrough Script
7	Day 12	Send Email #4	Double Touch: Pain-centric message #2
8	Day 13-14	Dials x2 (no voicemail)	Breakthrough Script
9	Day 18	Send Email #5	Double Touch: Value-add content
10	Day 20-21	Dials x2 (no voicemail)	Breakthrough Script
11	Day 23-24	Dials x2 (no voicemail)	Breakthrough Script
12	Day 30	Send Email #6, Voicemail	Double Touch: Final touch



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