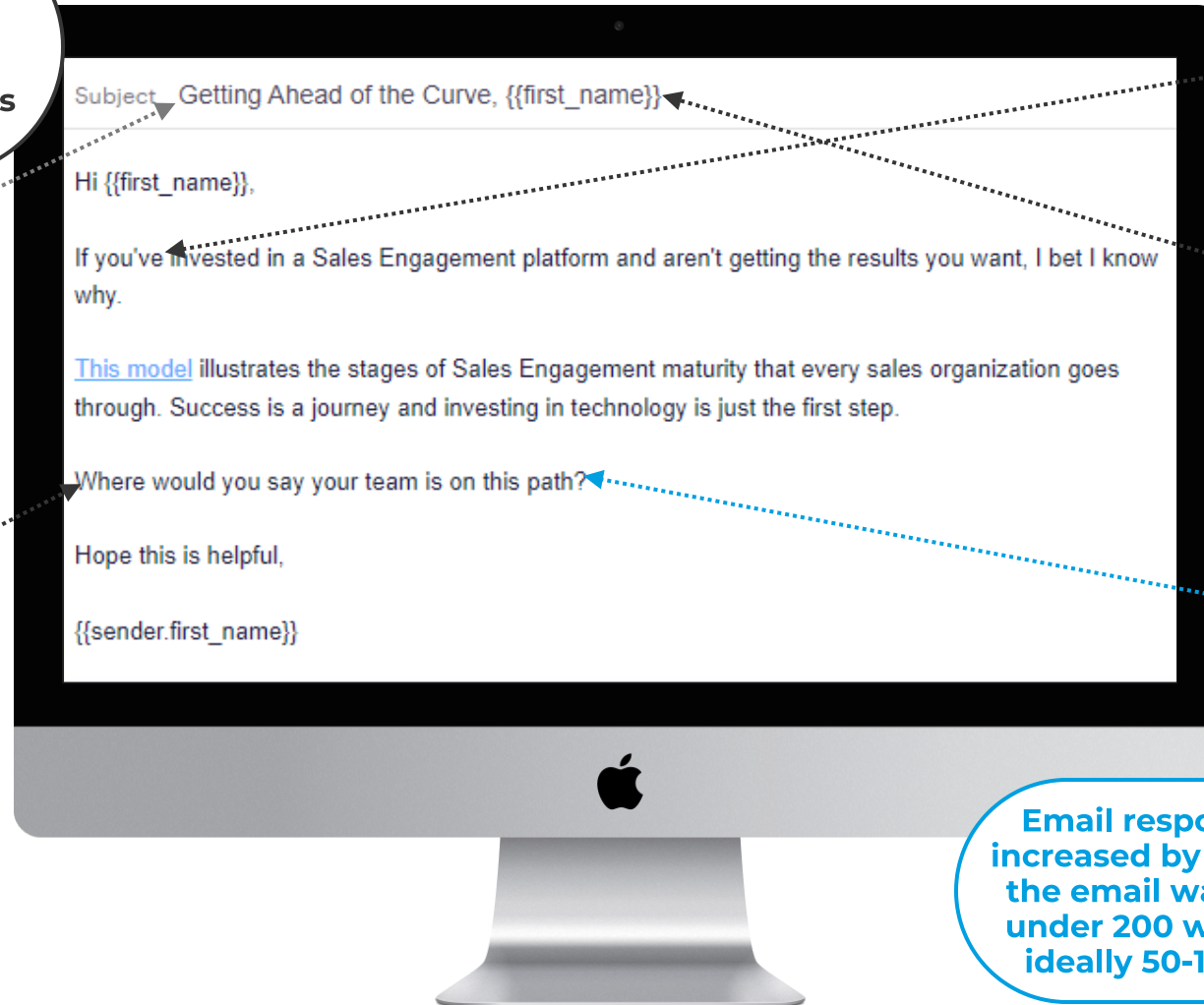


The anatomy of a winning sales email

Writing at a third-grade reading level increases response rates by 36%

Emails with less than 70 characters in the subject line have an open rate of 42% and emails with more than 70 characters have an open rate of 30%

Confirming your prospect is interested before suggesting dates/times to meet is 2x more effective



Top reps use you, your, and your team 29% more often than their average and underperforming peers

Including the recipient's name in the subject line can increase response rate by 22% and open rates by 22 - 50%

Emails with 1-3 questions get 50% more responses

Email response rate increased by 42% when the email was kept to under 200 words, and ideally 50-125 words

Sequences / High Touch

12 Steps | 20 Days | Total Replies: **4796**

✉ Day 1 - Manual Email

☎ Day 1 - Phone Call

in Day 2 - Send InMail



☎ Day 7 - Phone Call

💬 Day 7 - SMS



✉ Day 20 - Auto Email

☎ Day 20 - Phone Call

Add Step



Data informed Sequences

- Sales reps that **call prospects six times** will increase their contact rates by 70% **AND** 93% of converted leads are reached by the 6th call attempt
- Social selling leads to about a **15% prospecting conversion rate** – about five times the rate of other prospecting activities
- Sending up to **9 stages of follow-up emails after the primary email** increases the email open rate by 53.49% and the email reply rate by 44.73%
- Salespeople who make **12 contact attempts** perform almost 20% better than colleagues that stop at eight or fewer attempts

