Content-Rich Sales Cadences for Top Performing Sales Teams



A Guidebook from M Sales Growth Advisors

www.msalesgrowth.com

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About M Sales Growth Advisors

Strategic Sales Growth for Small Businesses

M Sales Growth Advisors was founded by Scott Moss with a single mission: **Empower Small Businesses to Achieve Greatness**. He personally approaches each client with fresh eyes to develop unique sales strategies that leverage sales enablement technology, continuous coaching, thought leadership content, accountability to KPIs, and a defined, repeatable, and scalable sales process.

Scott has over 30+ years of direct B2B sales experience as a producer and leader. From the C-Suite to the small business owner and from the venture-funded start-up to the mature diversified enterprise, he understands the challenges each face, how to overcome them, and what success means for each client.

Some of the impressive companies he has helped include FortifID, Intelligent Technical Solutions, Republix, geoAMPS, The Vertical Collective, Gloss, UBX Cloud, JUICE, Radcomp, Web 2 Market, Brightworks Group, Geriatric Medical, Simplex-IT, BrightWire Networks, Agency Breakout, Bell Falls Search, DigitalC, TEGAM, OpinionRoute, Hustler Marketing, Master Printing, Mezu, Premier Equipment, Embrace Pet Insurance, Proformex, viperks, BI Worldwide, Point to Point, Bridgeline Digital, Easy2 Technologies, and Cardinal Health.

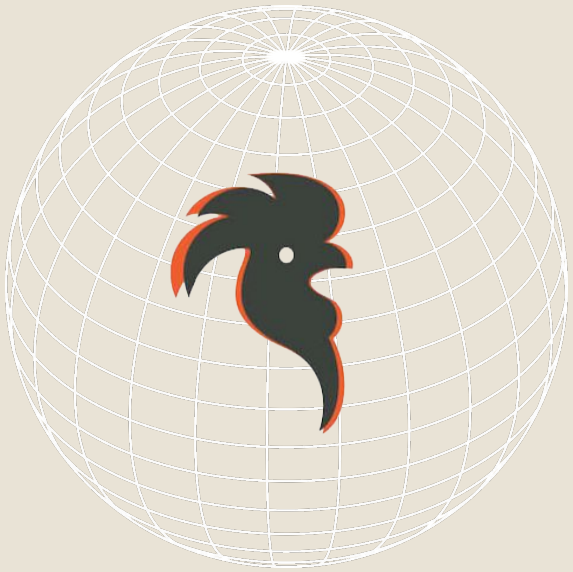
Why You May Need This Guide

Your sales team doesn't use cadences for working your ICP.

Your sales team isn't effective at providing value to your ICP.

Outreach to your ICP consists of sales-oriented messaging only.

Outreach to your ICP is one-dimensional and unsuccessful.

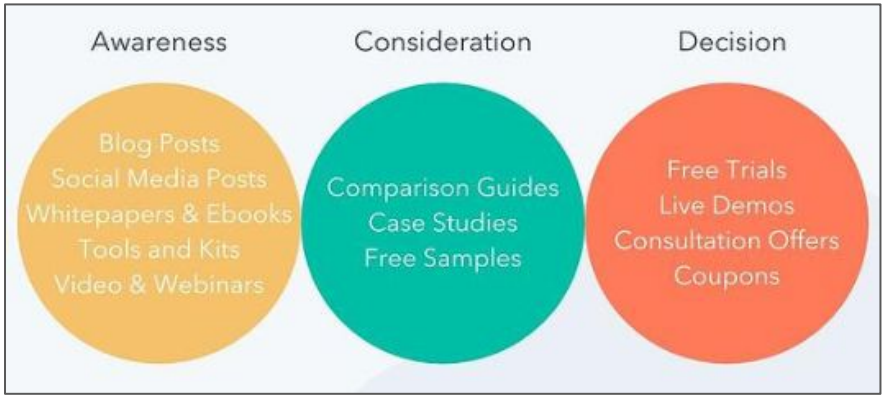


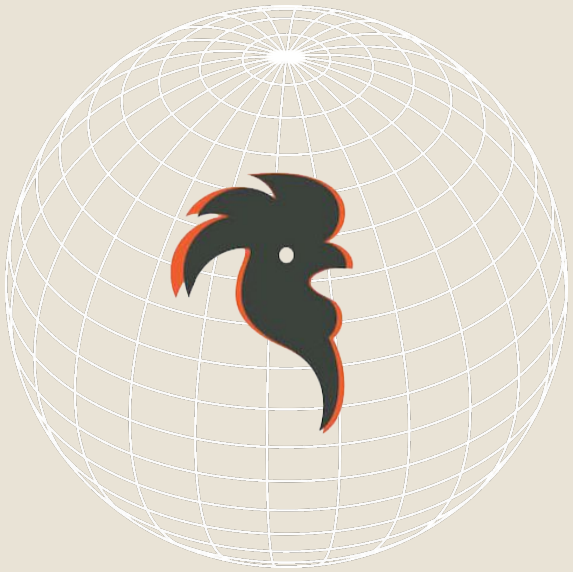
FUNNEL STAGE & CONTENT ALIGNMENT

Funnel Stage & Content Alignment

Each unique stage requires content with unique objectives.



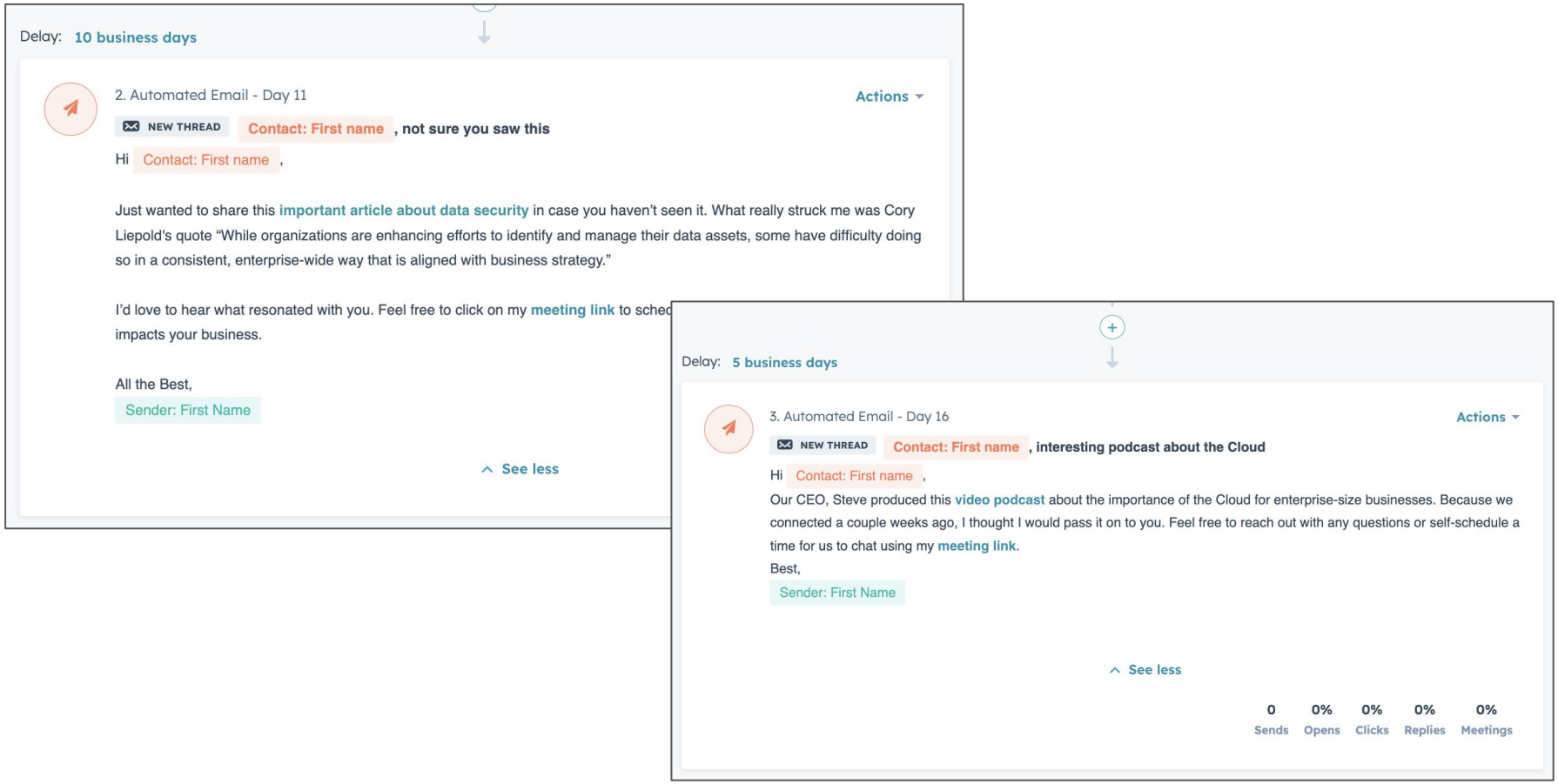


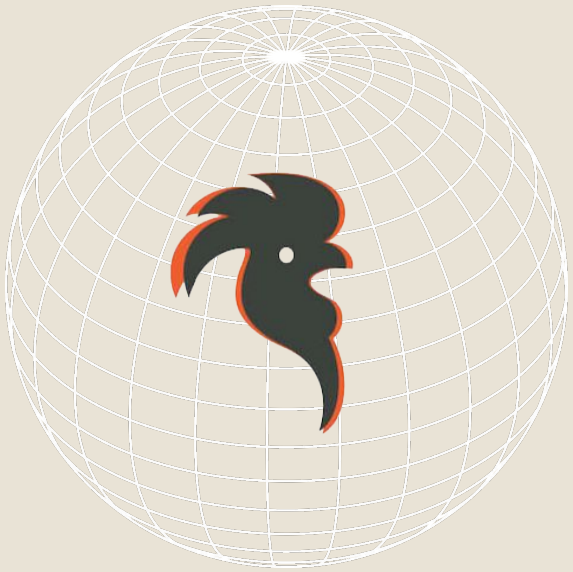


CONTENT-RICH & CONTENT-RELEVANT

Content-Rich & Content-Relevant

Provide valuable info to your ICP based on the Buyer's Persona.

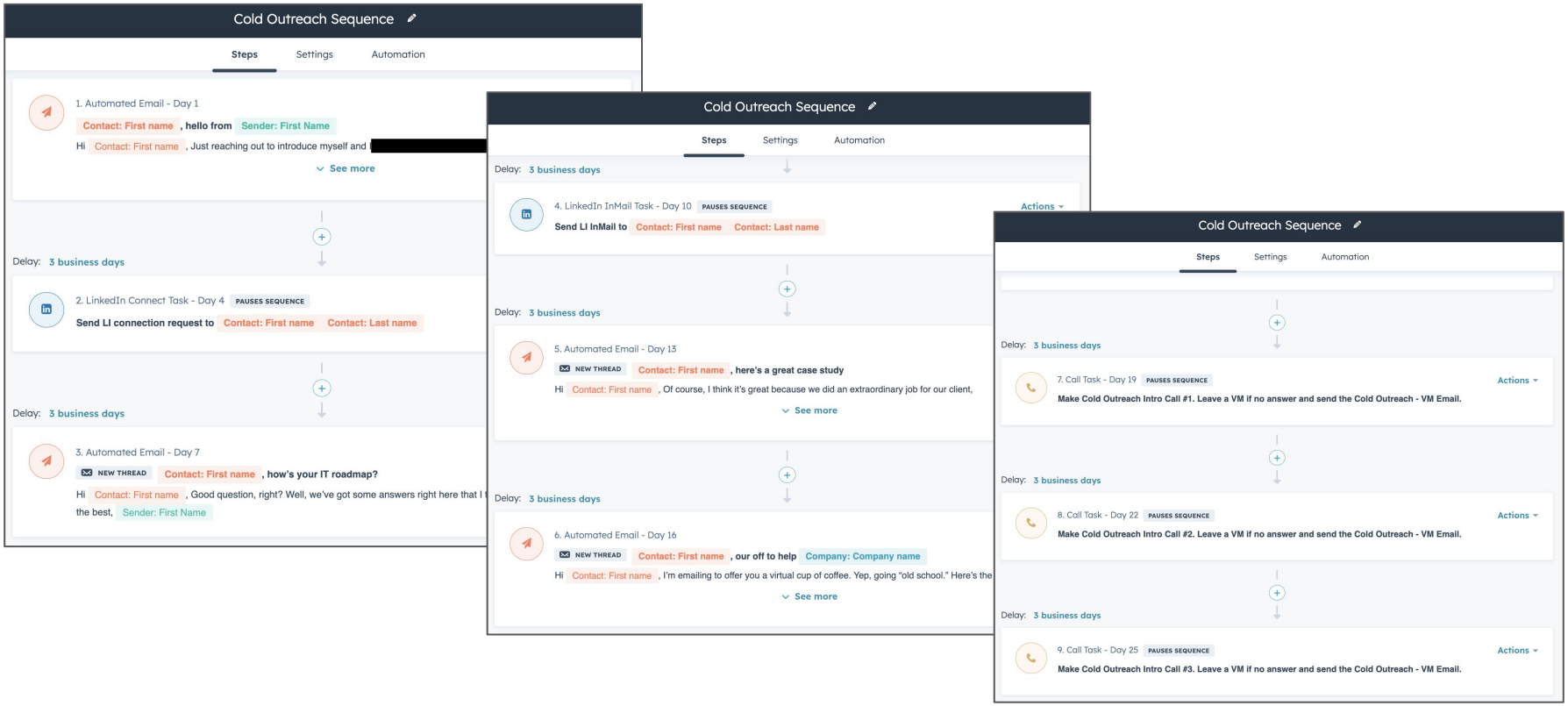


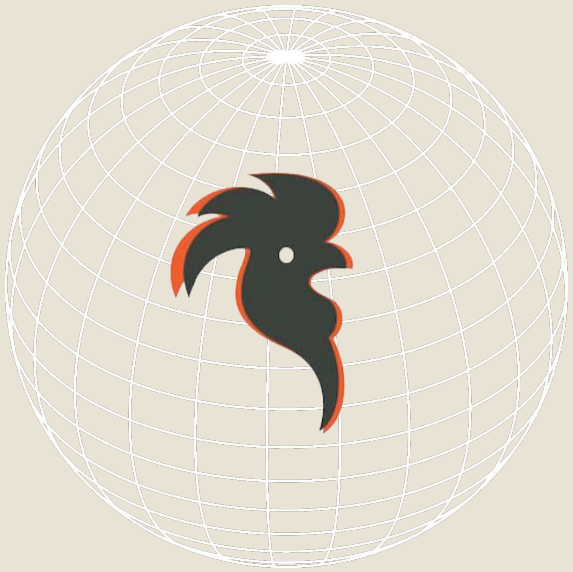


MULTI-TOUCH & MULTI-CHANNEL

Multi-Touch & Multi-Channel

Engage your ICP frequently and across multiple delivery mediums.

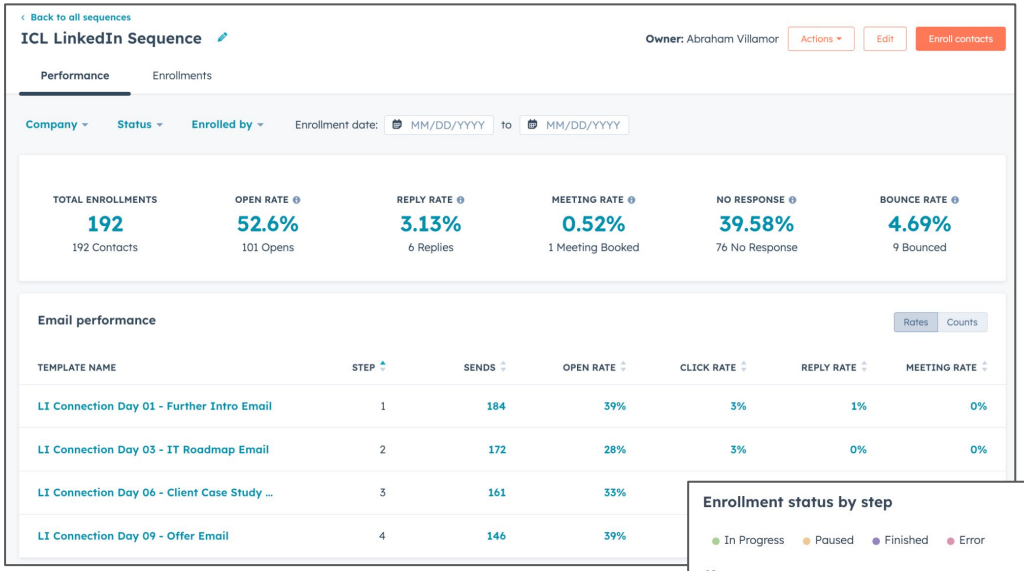


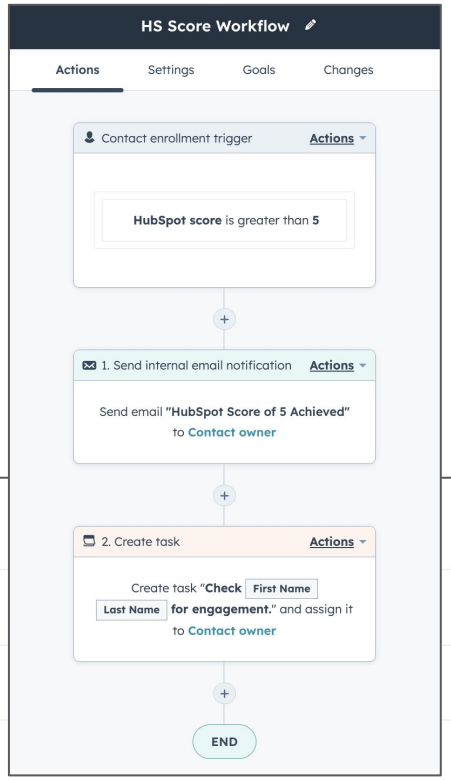


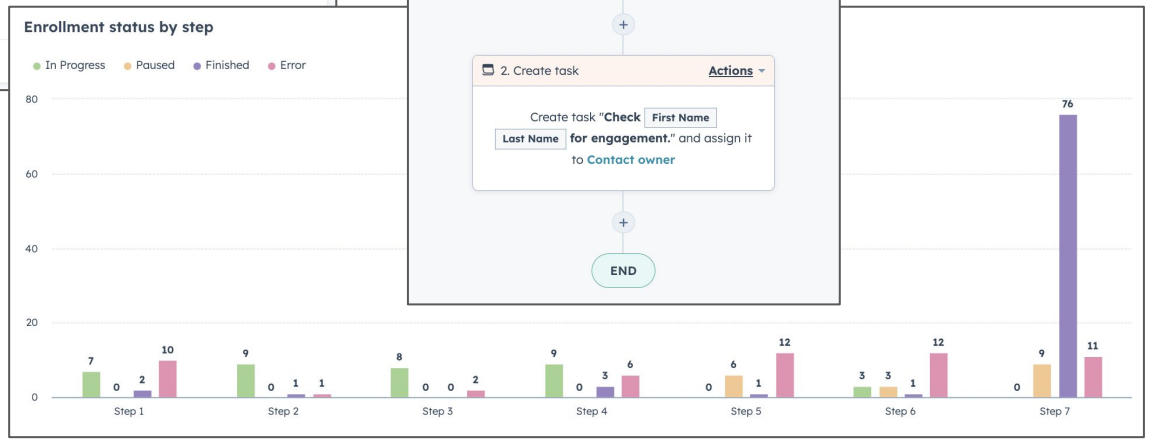
WORKFLOWS & AUTOMATION

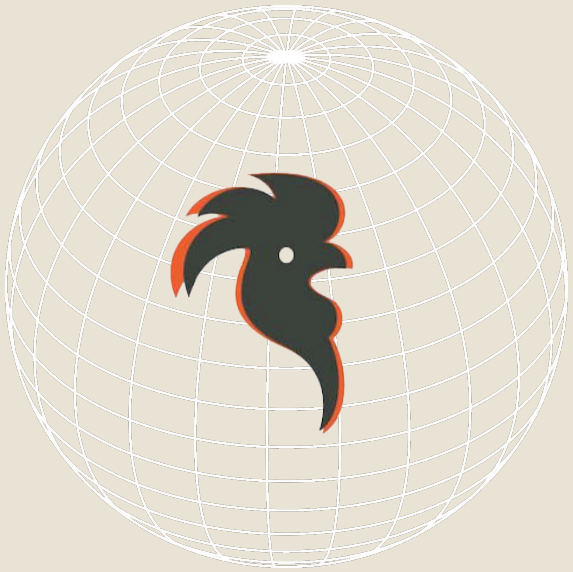
Workflows & Automation

Engagement scoring, notifications, and efficiency via your CRM.









DASHBOARDS & REPORTS

Dashboards & Reports

Performance visibility and actionable metrics within your CRM.

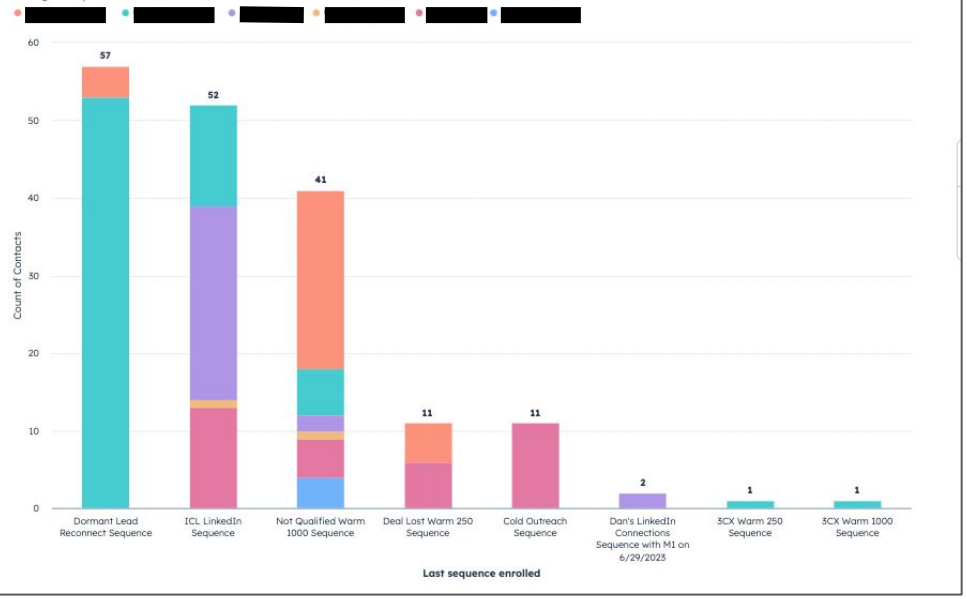
Sequence enrollment totals and engagement rates

Date range: In the last 90 days

SEQUENCE	ENROLLS	OPENS PER ENROLL	CLICKS PER ENROLL	REPLIES PER ENROLL	MEETINGS BOOKED PER ENROLL
01 - MQL Not Interested Nurturing Sequence	150	60.67%	10.67%	6.67%	0.67%
FB Campaign Sequence	138	47.1%	10.14%	3.62%	1.45%
Inactive Lead Reconnect Sequence 2022	121	52.07%	1.65%	2.48%	0%
00 - ICL Cold Email Book a Call Sequence - EMM/SMS ...	44				
05 - Dormant Lead Reconnect Sequence	23				
Ad Creative Services Pitch Nurturing Sequence	16				
04 - OPP Lost Nurturing Sequence	7				
03 - OPP Nurturing Sequence	7				
02 - SQL Not Interested Nurturing Sequence	7				

Sequence Enrollments YTD

Date range: This year so far



This Guidebook was prepared by Scott Moss, Founder & CEO of M Sales Growth Advisors. To learn more about how he can help your company scale its revenues, click the button below to schedule a call.

Click to Schedule a Call

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