



# The Power of Persistence and Personalization

*Data Science Research 2H 2020*

Updated 2021



# The world has gone remote...

And so has selling. While sales technology and digital transformation have empowered sellers to **reach** more buyers, the **quality** of communications has diminished.

# 73%

of buyers expect brands  
to understand their  
needs and expectations.

Source: [Salesforce report 2020](#)



## Technology

Buyers research, evaluate, and make purchases in ever-changing ways across a growing number of digital channels. Buyers expect you to be where they are, and they are smarter than ever.



## Personal Connection

Mass-marketing tactics have diminished human-centric selling. Sellers can be more efficient, but buyers aren't having better experiences.



# Impact to Buyers *and* Sellers



## Buyers



Overwhelmed by sheer volume of sales and marketing coming at them.



Hard to sift through the noise to find what's truly important.

## Sellers



Harder to generate interest and stand out from the crowd.



Prioritizing lead **quantity** over engagement **quality**.

**54%** of B2B buyers are frustrated by irrelevant ads, emails, and content.

Source: [Drift report 2020](#)

# How do you close the gap?

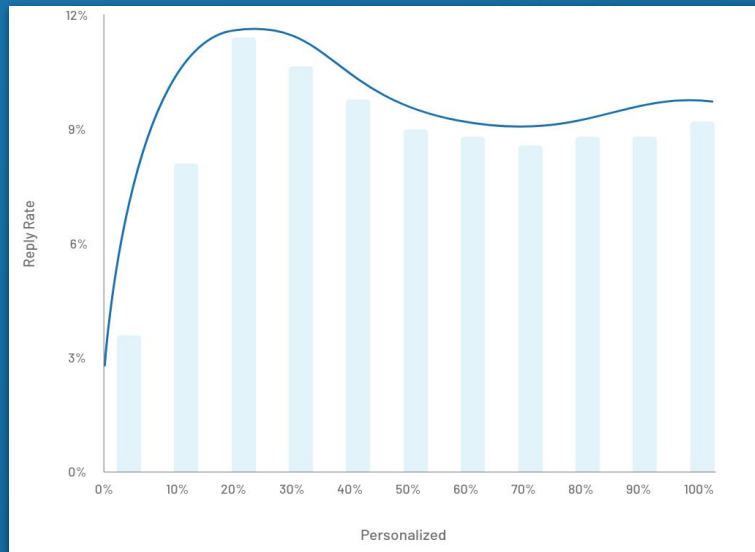
# Sell the Way You Want to Be Sold to

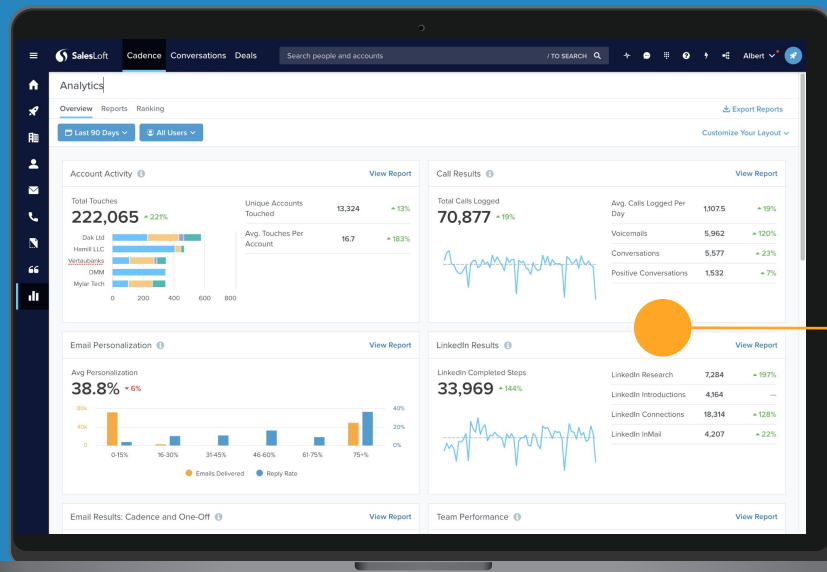
Personalization matters more than ever

**>300%**  
Increase in  
Email Reply  
Rates

When going from no personalization to  
**25% personalization on your Day 1 email.**

*Source: SalesLoft user data (n=15M, 2020)*





**4.7x**  
More Prospect  
Engagement  
For outbound  
multi-channel vs.  
single-channel

Source: SalesLoft user data (n=120M, 2020)

Inbound Response  
Increases With  
**Speed, Personalization,**  
and **Brevity**



# Marketers, Your Attention Please!

Impact to inbound leads

21x

## More Effective

When calling within  
the first 5 minutes

Source: [LeadSimple report](#)

2.75x

## Increase in Reply Rates

When going from no  
personalization to 15%  
personalization

Source: SalesLoft user data (n=15M, 2020)

>2x

## Increase in Reply Rates

when using fewer than 50 words  
compared to emails  
with 100+ words

Source: SalesLoft user data (n=700K, 2020)

# Inbound Leads: Multi-Touch + Multi-Channel Is Better

**2.9x**

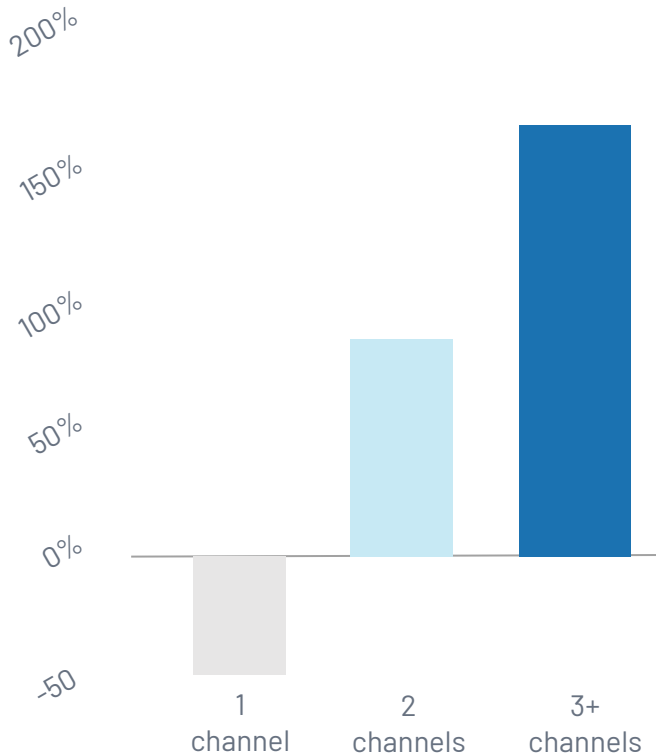
**More**  
Prospect  
Engagement  
with  
**multi-touch**  
in a single day

**3.2x**

**More**  
Prospect  
Engagement  
with a  
**multi-channel**  
cadence

## Inbound Cadences

% Lift in Engagement Score vs Avg.



# Customer-Focused Selling with SalesLoft

# Pre-Built Cadence Frameworks

Cadence outlines informed by industry-leading best practices and thought leadership, to get you to 'yes' faster.

## BEST PRACTICES

**Leverage our Library.** Start with proven cadences for use cases such as inbound, outbound, and customer success.

**Populate your templates.** The rhythm and order of touches is provided to you. Just configure your templates and launch!

**Customize.** While the Frameworks are based on winning rhythms, don't be afraid to customize to suit your individual and specific business needs.

The screenshot displays the SalesLoft interface for managing cadences. The top navigation bar includes 'SalesLoft', 'Cadence', 'Conversations', and 'Deals'. A search bar is present on the right. The main header shows 'Cadences / Q22021 Personalized' and a dropdown for 'Cadence Framework Applied Personalized/Account Based Prospecting'. Below this, a summary row shows counts for 'CALLS LOGGED', 'EMAIL SENT', 'BOUNCES', 'OPENED', 'CLICKED', and 'REPLIED'. The main content area is titled 'DAY 1' and shows a step 'Step 1: Other' with a description 'Data integrity + First personalization'. A modal window titled 'Cadence Frameworks' is open, showing a list of frameworks on the left and details for 'Account-Based Outbound Prospecting' on the right. The details include a description, a summary table, and a list of steps for the cadence.

Steps	Duration	Automation	Summary
16	17 Business Days	0%	Call (10) Email (4) Other (1) LinkedIn (1)

Day	Step
Day 1	1. Research + Data Integrity
	2. First Call - Leave Voicemail
	3. First Email - Personalize
Day 2	4. Morning Call
	5. Afternoon Call
Day 4	6. Call - No Voicemail
	7. In-thread Follow-up
Day 5	8. LinkedIn Connection

At the bottom of the modal, there are 'Cancel' and 'Use Framework' buttons.

# Multi-Touch Cadence Steps

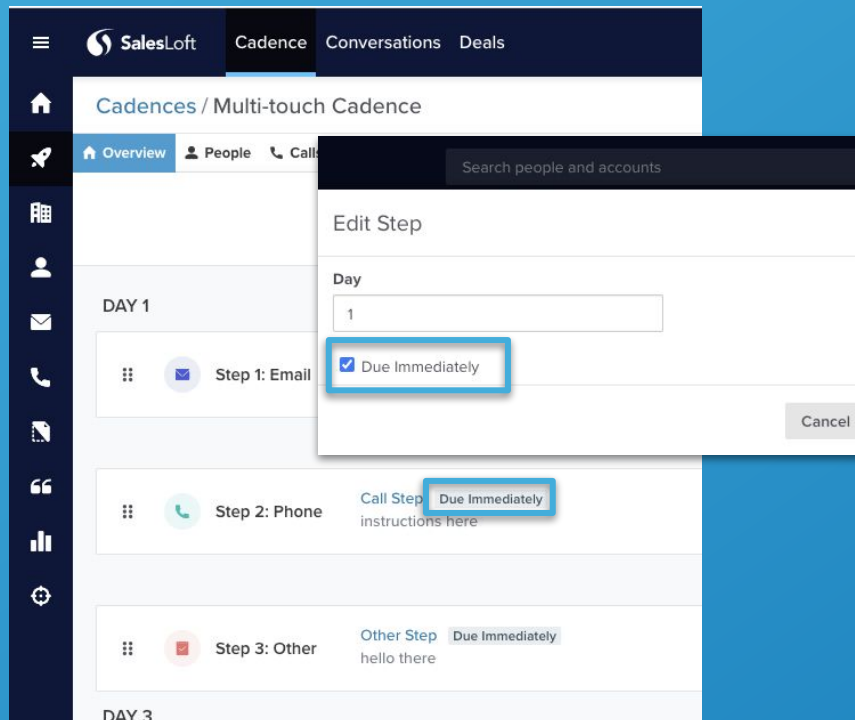
Multi-channel steps executed back-to-back create a more effective workflow.

## BEST PRACTICES

**Check the 'due immediately' box** when creating a Cadence step to schedule a step directly after the previous step.

**Schedule multi-touch steps** across call, email, other, or integration steps to engage buyers across multiple channels.

**Use the Person Profile page** to execute all currently due multi-touch steps back to back.

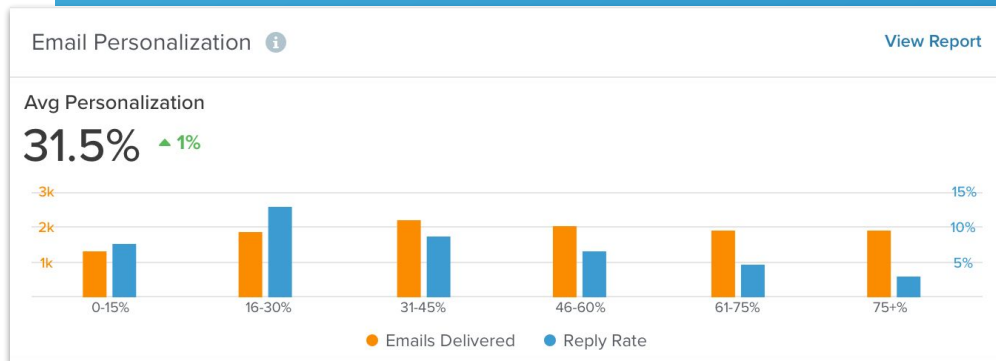


# Personalization Analytics

Email personalization scores help you determine the right level of personalization to get the best response.

## BEST PRACTICES

**Analyze personalization by segments** such as industry, account tiers, and size.

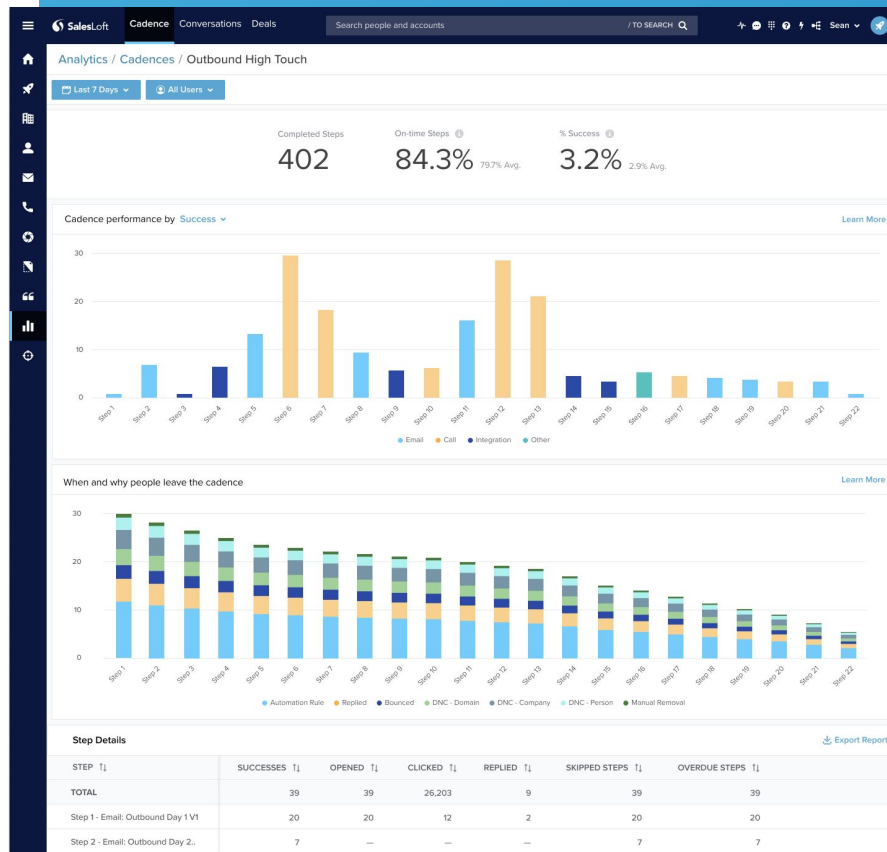


# Cadence Step Analytics

Find the steps and channels generating the most successful outcomes. You'll gain visibility into both where and why contacts are dropping out of a Cadence.

## BEST PRACTICES

**Analyze personalization by segments** such as industry, account tiers, and size.



# Multi-Channel Tactics

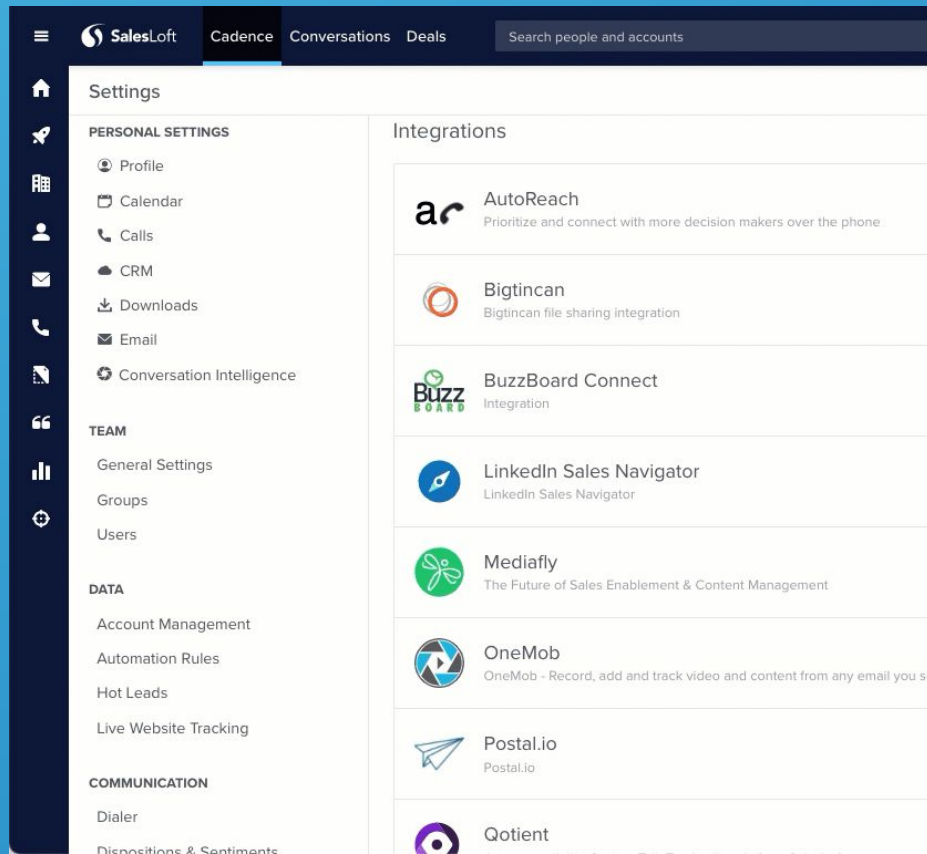
SalesLoft integrates with dozens of leading applications to increase the span of your sales activities.

## BEST PRACTICES

**Add Cadence Step.** Sales execution tactics via LinkedIn, Sendoso, Postal.io, Vidyard, ZipWhip, and others can be added to any of your sales Cadences.

**Stay Informed.** Buyer insights from sales data tools such as 6sense, LinkedIn, and Owler can be seen from the Person and Account Profile pages.

**Use the Right Message.** Content from sales enablement applications like HighSpot, Mediafly, and Seismic can be easily added to Cadence emails and snippets.





# Thank you!