



## 7 Best Sales Cadence Templates to Keep Your Sales Funnel Full

A well-thought-out sales cadence is essential to ensure your leads are moving across stages in the sales funnel. It also ensures that your sales reps are having regular follow-ups with prospects and have a track of their sales activity.

We are giving you seven of our best sales cadence templates that will not only help you have a healthy sales funnel but also a fast-moving one.

### Template 1: The Methodical Approach

This four-week sales cadence works best for long sales cycle and large deal value—ideal for outbound sales reps pursuing mid-market organizations.

- **Day 1:**  
Email
- **Day 3:**  
LinkedIn message  
Email
- **Day 7:**  
Email
- **Day 10:**  
Call  
Text message
- **Day 15:**  
Email  
LinkedIn message
- **Day 17:**  
Call  
Voicemail  
Email
- **Day 20:**  
LinkedIn message  
Text message  
Call
- **Day 25:**  
Call  
Voicemail  
Email
- **Day 30:**  
Call  
Email

## Template 2: The Top-down Cadence

This three-week cadence is designed to approach prospects of different hierarchical level in the target organization.

- **Day 1:**  
Personalized email to the CEO.
- **Day 5:**  
A new email thread about your product/service
- **Day 8:**  
Follow-up email
- **Day 10:**  
Call  
Voicemail  
Email
- **Day 13:**  
A new email thread with customized presentation/video
- **Day 16:**  
Follow-up email
- **Day 18:**  
Email to mid-level executive
- **Day 20:**  
Follow-up email
- **Day 22:**  
Call  
Voicemail  
Email
- **Day 25:**  
Email to lower-level executive
- **Day 26:**  
Call  
Voicemail  
Email

## Template 3: The Classic Sales Cadence

This three-week classic cadence fits well when the sales cycle is long and the deal value is large—ideal for outbound sales reps pursuing small and medium businesses.

- **Day 1:**  
Personalized email
- **Day 2:**  
LinkedIn connection request and InMail
- **Day 3:**  
Follow-up email
- **Day 6:**  
Email highlighting product/service features
- **Day 9:**  
Call  
Email  
Voicemail
- **Day 12:**  
Follow-up email
- **Day 15:**  
Call  
Email  
Voicemail
- **Day 17:**  
Follow-up email
- **Day 20:**  
Breakup email

## Template 4: The Email-only Cadence

This four-week email-only sales cadence works best for your mid-market Tier 3 accounts and can be automated in your sales campaign.

- **Day 1:**  
Personalized email
- **Day 3:**  
Follow-up email
- **Day 8:**  
Email including information about product/service.
- **Day 10:**  
Follow-up email
- **Day 15:**  
Email with value-adds of your product/service
- **Day 18:**  
Follow-up email
- **Day 23:**  
Email mentioning customer success stories
- **Day 25:**  
Follow-up email
- **Day 30:**  
Breakup email

## Template 5: The Email-only Cadence for SMBs

This is an email-only sales cadence for the SMB market. It can be used for short sales cycle with a small deal size.

- **Day 1:**  
Email about product/service
- **Day 3:**  
Follow-up email
- **Day 6:**  
Email with case studies
- **Day 8:**  
Email with value-adds of your product/service
- **Day 11:**  
Follow-up email
- **Day 14:**  
Breakup email

## Template 6: The Aggressive Approach

This two-week sales cadence works best when your sales cycle is short and deal size is small.

- **Day 1:**  
LinkedIn message  
Email
- **Day 2:**  
Call
- **Day 3:**  
Email  
Call
- **Day 5:**  
Follow-up email  
LinkedIn message
- **Day 7:**  
Call  
Voicemail  
Email
- **Day 10:**  
Follow-up email  
Text message
- **Day 12:**  
Call  
LinkedIn message
- **Day 14:**  
Email  
Call  
Text message
- **Day 15:**  
Call  
Voicemail  
Email

## Template 7: Inbound sales cadence

This four-weeks sales cadence is designed for sales reps to approach prospects who already know about your product/service. It works best for SMBs and midmarket organizations.

- **Day 1:**  
Call
- **Day 3:**  
Call  
Voicemail  
Email
- **Day 5:**  
Email  
LinkedIn message
- **Day 7:**  
Call  
Voicemail
- **Day 10:**  
Email
- **Day 15:**  
LinkedIn message  
Text message
- **Day 20:**  
Call  
Voicemail
- **Day 25:**  
Email  
LinkedIn message
- **Day 30:**  
Call  
Voicemail  
Email