



Reply



**14 sequence types every
SDR should be running
(+ step-by-step flows)**



Reaching out to outbound prospects seems like a no-brainer.

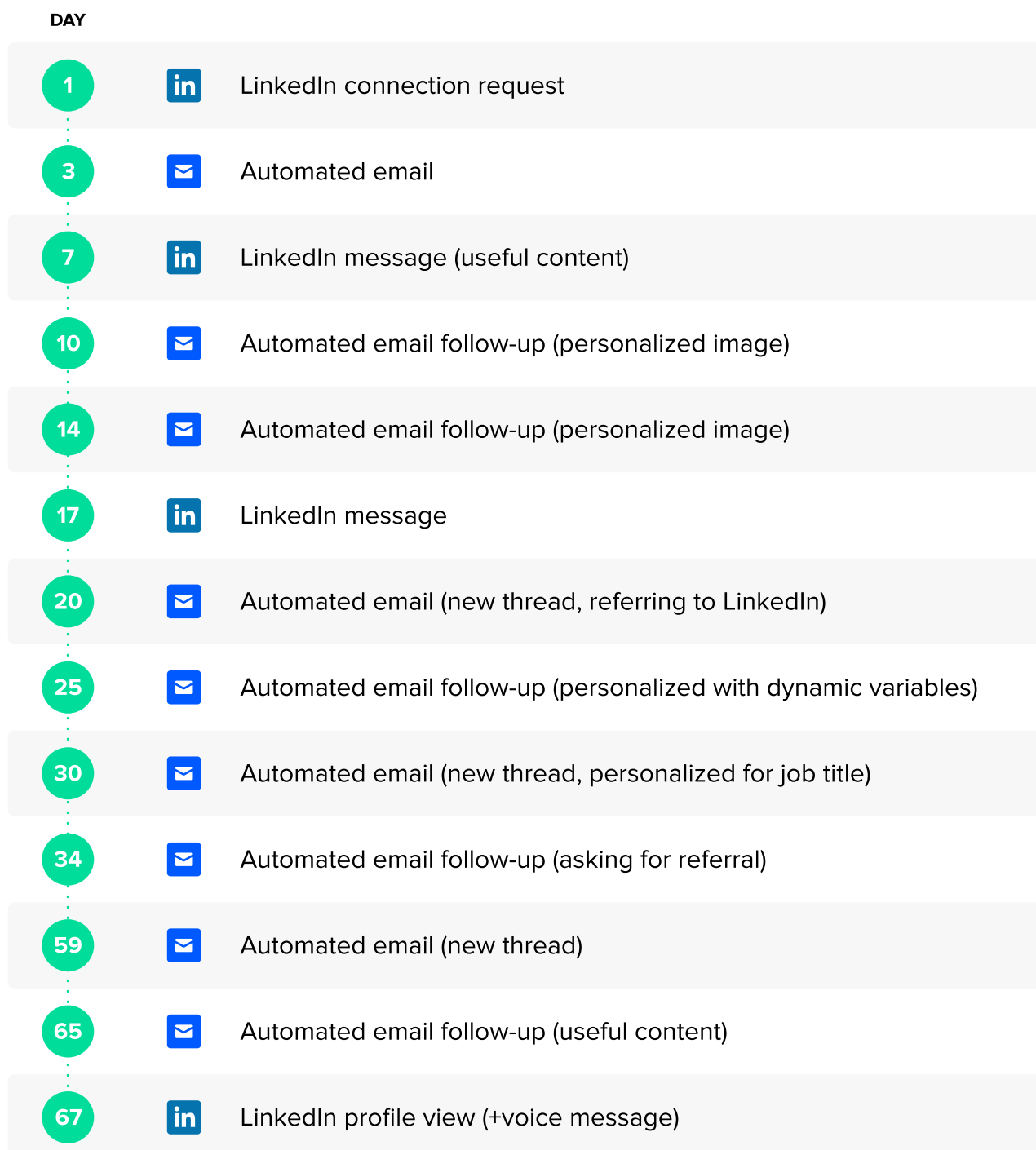
But what about all the leads who have downloaded your content or clicked your contact form on the website? The ones who have booked a demo but never showed up? The ones who have gone dark on you or never converted after the trial?

If you don't have any sequences to engage (or re-engage) them, you might be missing out on a ton of great opportunities.

Power up your sales engagement strategy with this ultimate list of must-have sequences every SDR should be running (along with step-by-step flows you can copy) 📌

1. Outbound Sequence (Tier 1)

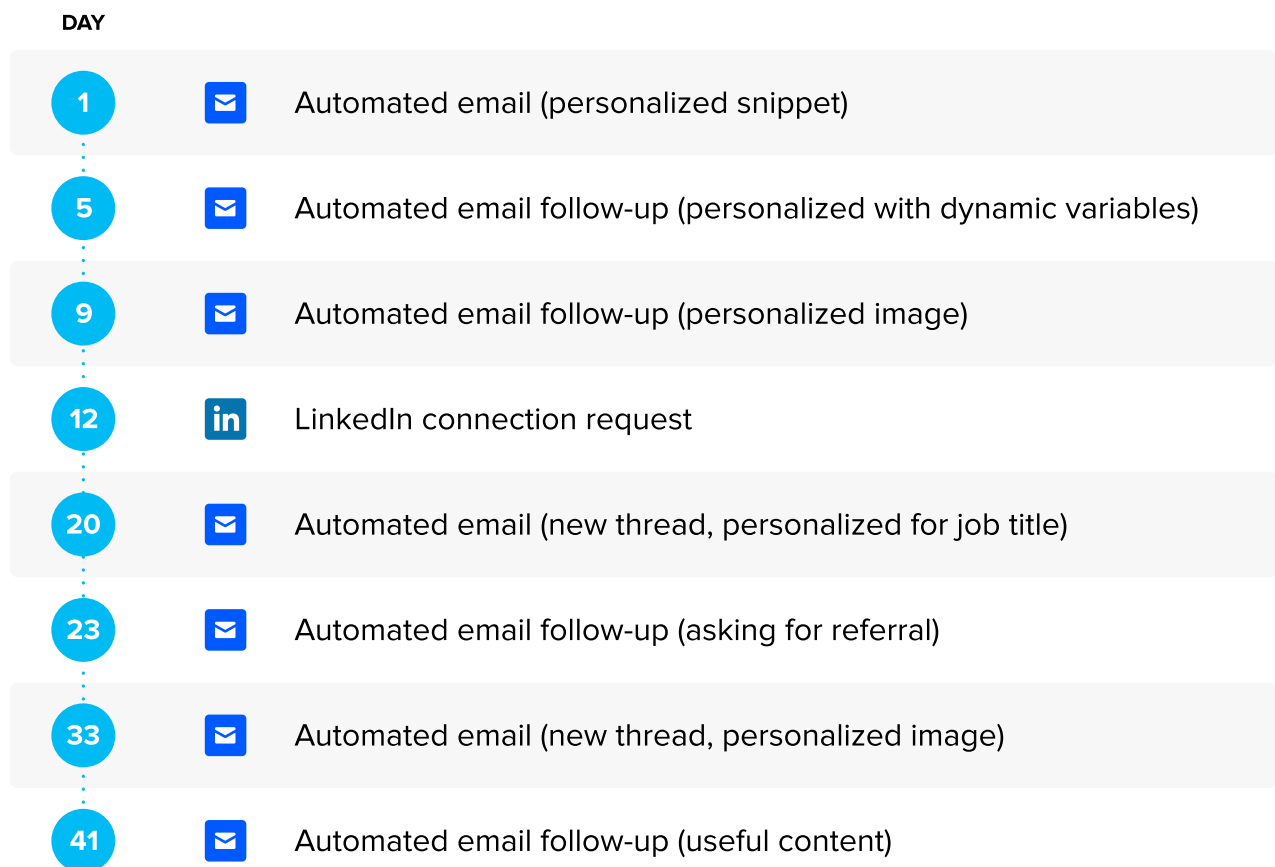
This is the cold outreach sequence targeted at companies you want to see as your customers. It's typically a multichannel (email, phone calls, LinkedIn touches) sequence consisting of 15-20 touchpoints that span over 30-90 days, depending on how aggressive you want it to be.



Find more inspiration to fuel your outbound outreach sequences [here](#)

2. Outbound Sequence (Tier 2)




This is the outbound sequence that might include decision-makers that do not match your ICP (but still targeted at accounts you want to see as your customers). Such sequences usually contain more emails and fewer phone calls or LinkedIn touches.








3. Outbound Sequence (Tier 3)

This is the outbound sequence that is email-centric — consisting solely of automated emails. The sequence is designed for Tier 3 and 4 accounts and non-ICP personas.

DAY

- 1  Automated email (personalized snippet)
- 5  Automated email follow-up (referring to LinkedIn)
- 9  Automated email follow-up (personalized image)

For more information on image personalization see [this guide](#)
- 12  LinkedIn connection request
- 20  Automated email (new thread, personalized for job title)
- 23  Automated email follow-up (asking for referral)
- 33  Automated email (new thread; personalized image)
- 41  Automated email follow-up (useful content)

4. Demo No-Show Sequence

This is the sequence aimed at the prospects who have scheduled a demo but never showed up. It is used to re-engage those prospects and help reschedule the meeting.

DAY

1



Automated email

2



Call

4



Automated email follow-up



Manual message

6



Call

[Free masterclass](#) on cold calling

7



Manual email (new thread; custom video)

11









Automated email follow-up (personalized image)

5. Website Hand-Risers Sequence

This sequence is targeted at inbound prospects who have visited your website and started a chat, used the contact form, called you, etc. It can help you convert those leads into demos.





DAY





-  Automated email
- 1**
-  Call
-  Manual message
- 2**
-  LinkedIn connection request
- 4**
-  Automated email follow-up (personalized with dynamic variables)
- 8**
-  Automated email follow-up (with suggested response options)

6. Downloaded Content Sequence

This is the sequence that allows you to process MQLs who have downloaded gated content from your website. Make sure to check if the prospect matches their ICP before you proactively reach out to them using this sequence.

DAY









- 1  Automated email
- 3  LinkedIn connection request
- 4  Automated email follow-up (personalized image)
- 7  Manual email (new thread; custom video)

Get our [video prospecting cheatsheet \[+ scripts\]](#)
- 10  LinkedIn message (custom video)
- 14  Automated email follow-up (personalized with dynamic variables)
- 17  LinkedIn message (personalized image/GIF)
- 28  Automated email (new thread; asking for referral)

7. Post-Webinar Sequence

Similar to the previous one, this sequence is focused on the webinar registrants and attendees. The SDRs would go through the list of attendees, identify the prospects that match their ICP, and get in touch with them after the event using this sequence.

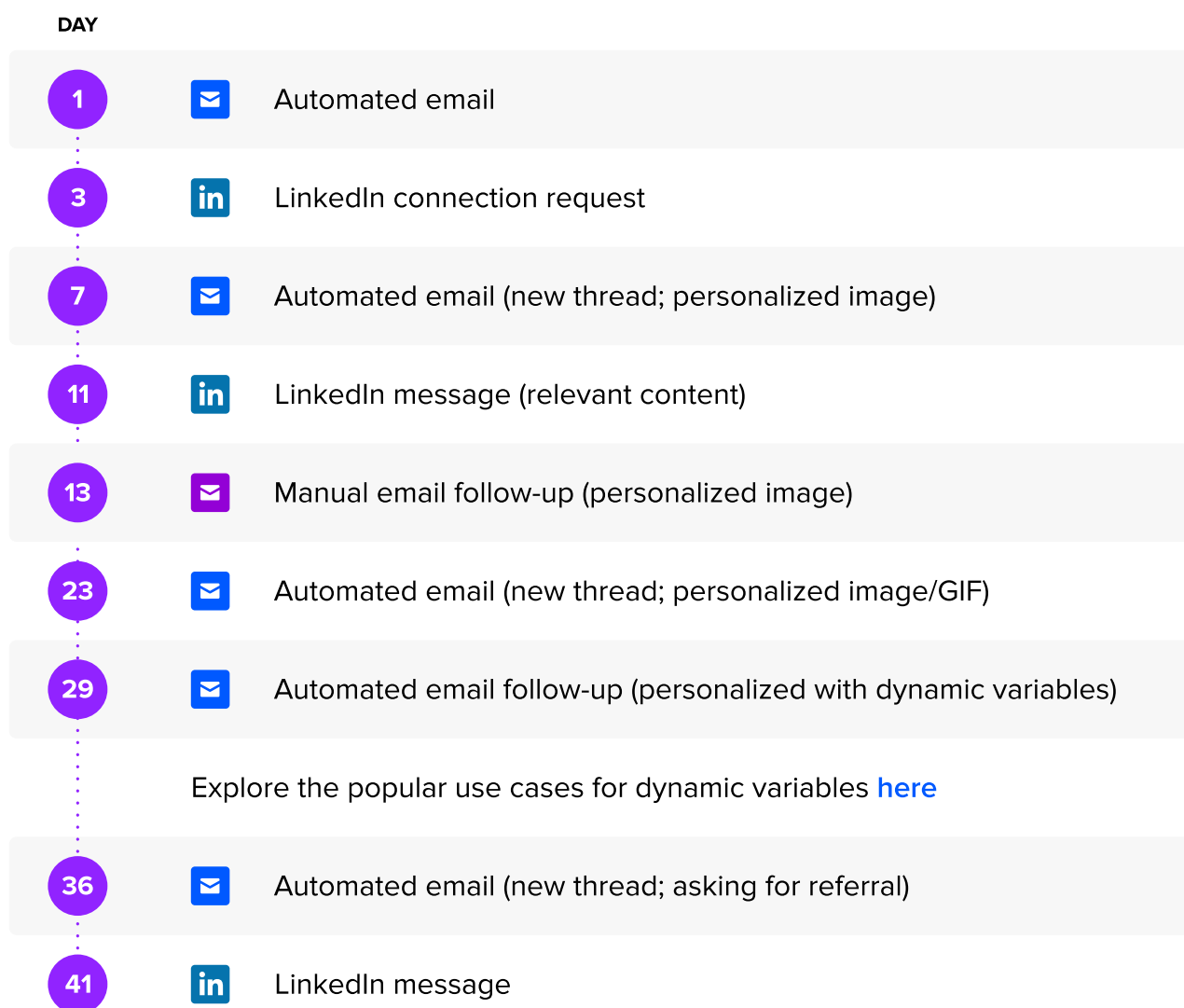
DAY

- 1  Automated email
- 2  LinkedIn connection request
- 4  Automated email follow-up (personalized image)
- 8  Automated email follow-up (personalized with dynamic variables)
- 7  Manual email (new thread, personalized video)
- 14  LinkedIn message (personalized video)
- 22  Automated email (new thread; asking for referral)
 LinkedIn message (personalized image)

8. Trial-Not-Converted Leads Sequence

This sequence is a must for SaaS products that have a freemium or free trial version. Use it to reconnect with the prospects who have created a trial account but never converted. You can collect such leads in your CRM and filter out those that match your ICP.





Of course, those leads might be already added to multiple re-nurturing marketing campaigns, but a personalized, hand-written email from an SDRs could help as well.



9. Ghosting Opportunities

This is the sequence that will help you re-engage old opportunities (including the lost and abandoned ones).








DAY

- 1  Automated email (referring to previous activity)
- 5  Automated email follow-up
- 9  Automated email (new thread; asking for referral)
- 13  Automated email follow-up (asking for referral)

10. Outbound Referral Sequence

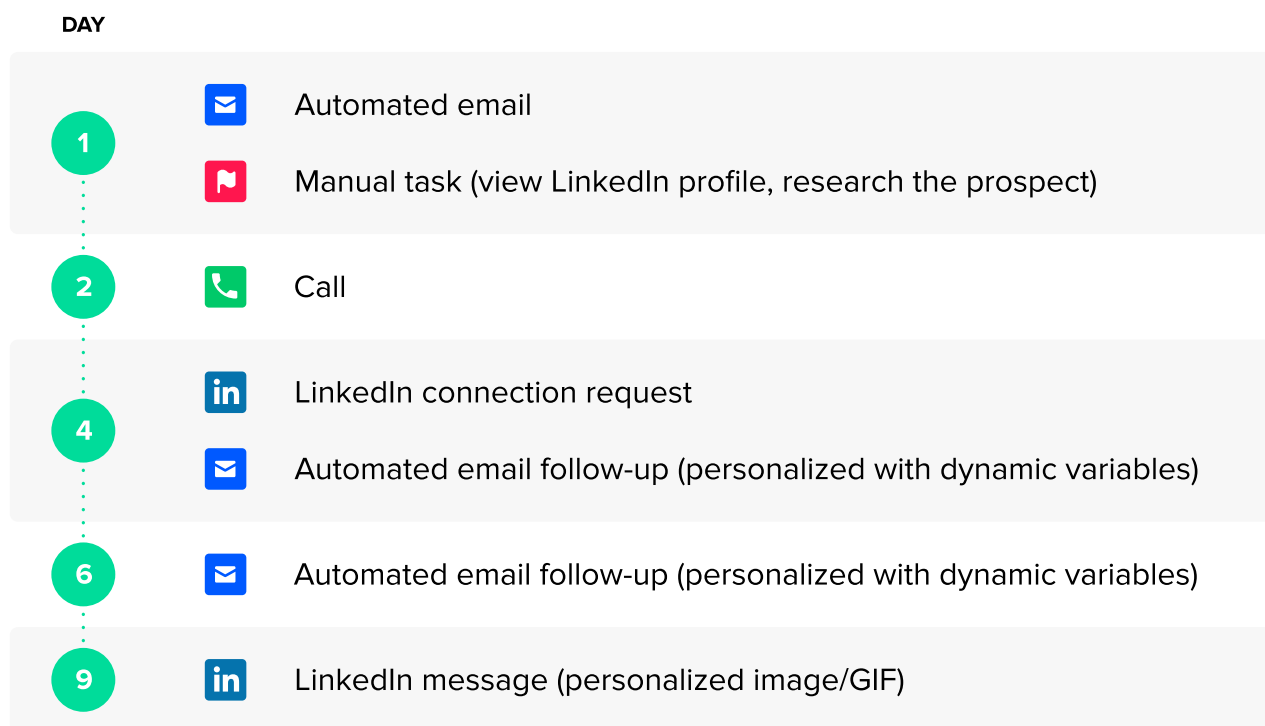
This sequence aims at connecting with entry-level employees to identify the decision-makers are and which services/software they use. Using this information you can create more relevant and personalized emails to reach decision-makers later on.

DAY

- 1  Automated email (asking for referral)
- 6  Automated email follow-up
- 8  LinkedIn connection request
- 10  Automated email follow-up (personalized for job title; personalized with dynamic variables)
- 19  Manual email (new thread; suggesting a person to refer to)
- 22  Automated email follow-up
- 30  LinkedIn message

11. Demo Request Sequence

Just like the website hand-risers sequence, this one targets the prospects who have requested a demo on your website. Use this dedicated sequence to engage them and prioritize your tasks accordingly.



Get more fresh ideas on how to engage inbound leads [here](#)

12. Interested Responses Sequence

This sequence can be used to reconnect with the prospects who have shown interest but haven't resulted in a booked demo. This includes responses like: "let's connect in 3 months", "not interested right now, check back later", "let's stay in touch", etc.

Make sure to start a conversation with a reference to the previous contact: "As per your request, I'm following on our previous thread regarding X".

DAY

1



Manual email (referring to previous contact, custom video)

3



Automated email follow-up

10



Automated email follow-up

11



LinkedIn message (personalized image/GIF)

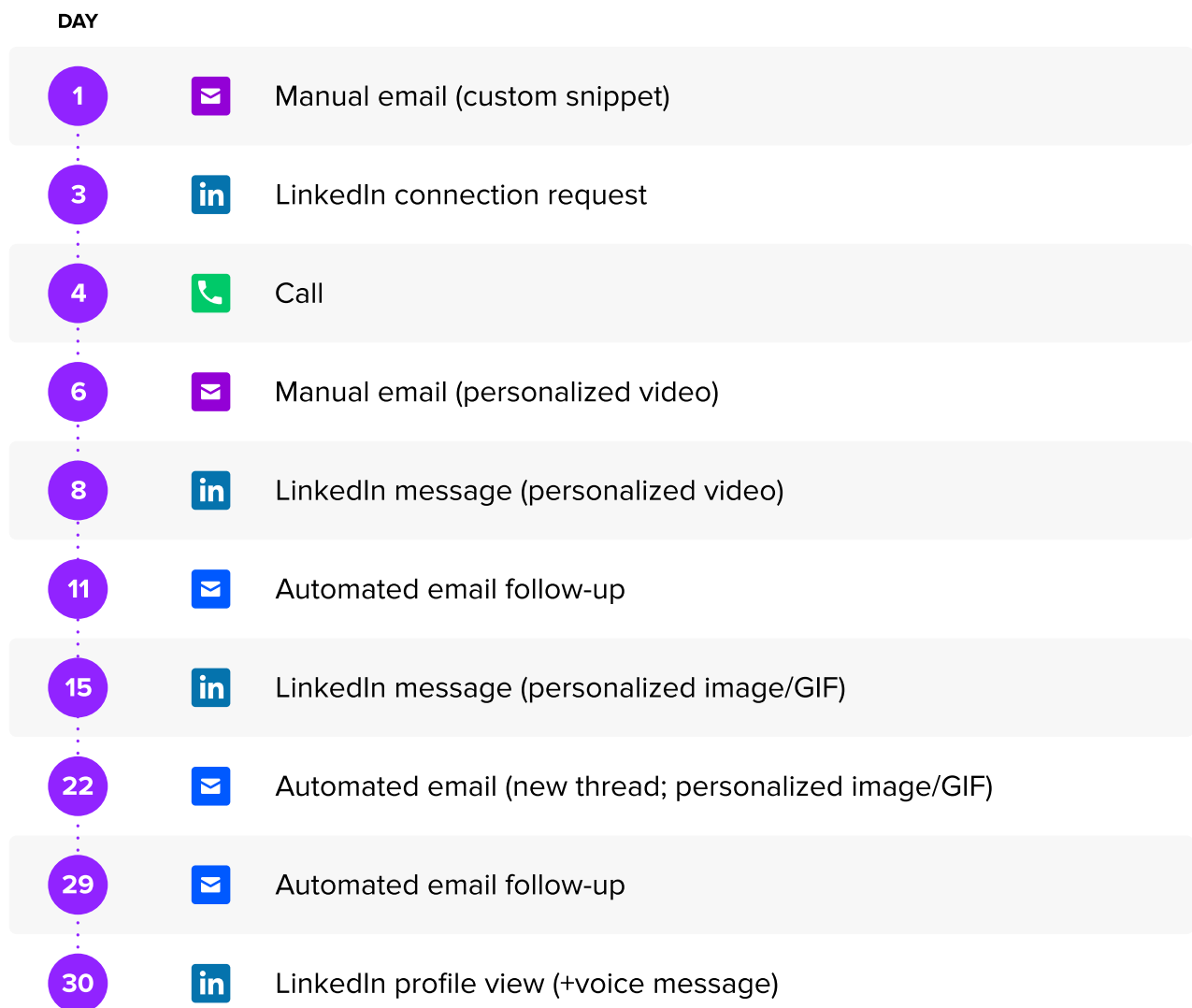
20



Automated email (new thread; asking for referral)

13. Warm Outbound Leads Sequence

This sequence is aimed at the prospects who open and view your emails dozens of times but never respond back. In Reply, you can set an automation that triggers each time a prospect opens the email 7+ times and automatically move those prospects to this sequence.



14. Auto-Reply and OOO Sequence

Use this sequence to get in touch with the prospects who are currently unavailable (out of office) later. This sequence includes a 2-week delay before it moves the prospect to the next step.

DAY

15



Automated email (referring to previous email)

19



LinkedIn connection request

22



Automated email follow-up

23



Call

30



Automated email follow-up (useful content)

33



Call



Automated email follow-up (asking for referral)



Hungry for more?

Visit [Reply's Resource Library](#) - a gold-mine of data-backed sales engagement tactics and our first-hand knowledge.