

## Multi-channel sales sequencer. Phone. Email. Video. Text. Social.

Cadence provides your sales reps with automated multi-channel sales workflows spanning phone calls, email, texts, and social touches tied to analytics and CRM synchronization.



### FUNCTIONALITY

#### Superior Sales Engagement

- Communicate across phone, email, text, and social channels, following a structured set of tested, outbound cadences.
- Prioritize sales activities based upon lead scores and AI recommendations.
- Follow scripts and email templates that ensure reps stay on message.
- Employ cadences designed for target verticals, products, or stages of the buyer's journey.
- Automatically capture sales activities and sync them with Salesforce and other leading CRMs.
- Know who to call next, and which prospects are actively searching for solutions like yours.

#### Managed Messaging

- Deploy personalized emails from a library of tested, targeted messages.
  - Create one-off messages with images, attachments, and custom signatures.
  - Track email response and click through rates via dashboards and reports.
- Complies with CAN-SPAM and CASL regulations.
- Supports Gmail, Exchange, and Office 365.

#### Pick Your Dialer

- Combine Cadence sequences with one of our dialers based on time and objectives:
  - Click Dialer: A Salesforce-based click-to-call app with local caller id, call recording, and auto voice messaging
  - Flow Dialer: A list-based power dialer for sales reps.
  - Agent-Assisted Dialer: A human power dialing program that increases sales productivity by 8x.
- Additional features include remote call monitoring by managers; remote coach during monitored calls; dashboards; and full dialing visibility.

### What's New?

#### Notification Panel

- Get notified of your prospects' actions in order of most recent, so you can react almost immediately.
- Take action on the fly straight from the Notification panel.
- Set up notifications for what information you want to receive, and what you don't.

#### Text Touches

- Offers an expanded ability to interact with prospects through their mobile phone number.

#### A/B Testing

- Send out multiple templates to a sample of prospects.
- Identify the best performing template.
- Maximize your chance of winning a big deal with the right messaging.

Cadence eliminates much of the busywork in prioritizing prospects, scheduling follow-up tasks, and composing messages, allowing sales reps to focus on what they do best—selling.