

The Ultimate LinkedIn Outreach Sequence

If you are in sales development, chances are that you have to do cold outreach.

But most sequences have terrible messaging, no creativity and produce marginal results.

Discover a LinkedIn sequence that finally works!



Introduction

Congrats on downloading this LinkedIn outreach sequence! If you are looking for an automated framework to set and forget, then close this guide. It is made to help you be both creative and relevant, which means that you will have to change your approach to cold outreach.

Here is what you will learn:

- What types of touchpoints can be used to tease the interest of your prospects
- What strategies should you use to customize your messages
- Free cold outreach tools

This sequence includes 5-touchpoint, typically spread over 12 business days. It can reach up to 55% answer rate, and 15% of meeting booked rate.

Enjoy the read!

Step 1: LinkedIn Soft connect

A soft connect is a semi-personalized LinkedIn connection request. The only goal of this step is to have your prospect accept it, so that you can access another set of tools to get in touch with that person.

Day: 0

Case 1: Your LinkedIn Profile is optimized

If your LinkedIn profile is optimized, meaning it is built to be relevant to your Ideal Customer Profile, then you should include a semi-personalized message with your request.

To find out if your profile is optimized, check if it is customer centric. If you only mention your achievements (e.g. President's Club or your quota achievement), chances are that it is not optimized. You can also [use this checklist](#) to find out if your LinkedIn profile is optimized.

Here is the template

Frida, your profile got my interest and I'd like to connect. I would love to see more of your news and updates.

Looking forward to connecting.

Case 2: Your LinkedIn Profile isn't optimized

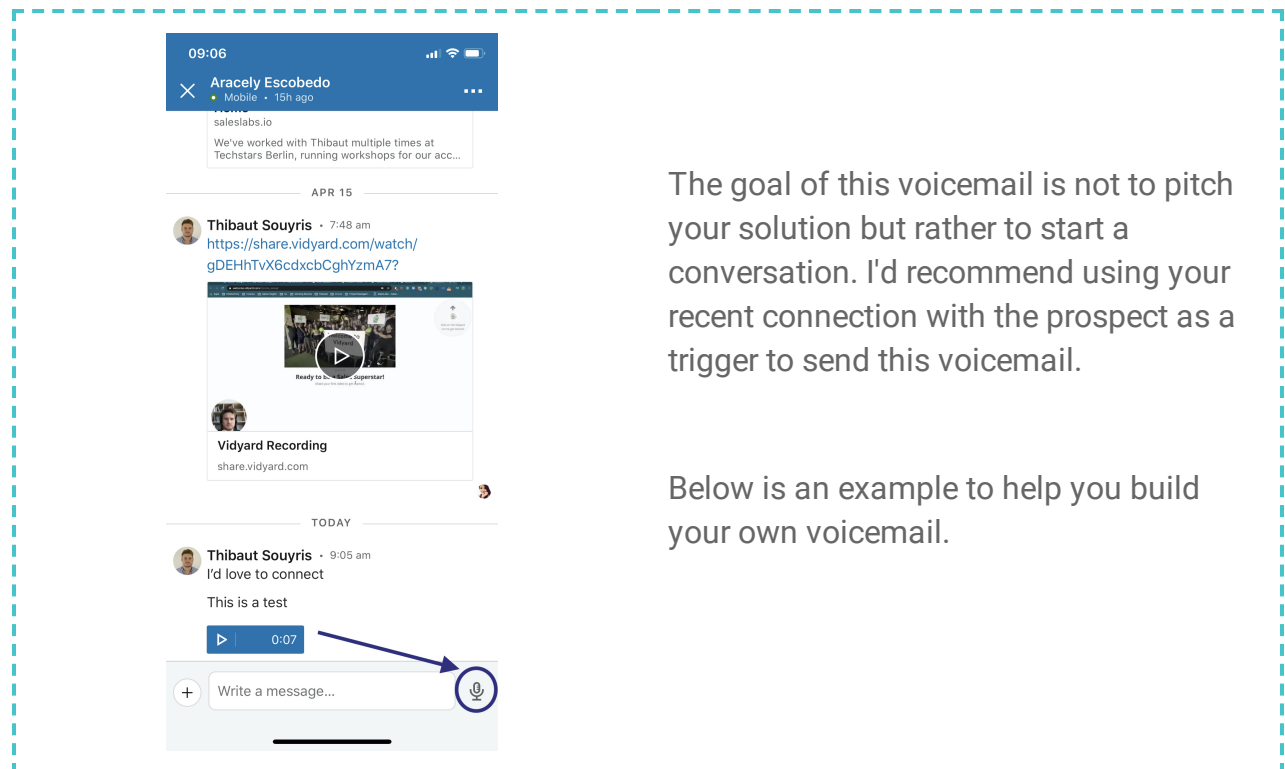
If your LinkedIn profile isn't optimized (focused on you and your company), then send a connection request without a message.

It is strongly recommended to [optimize](#) your profile, but this strategy can work in the meantime.

Step 2: LinkedIn Voicemail

Yes, you can send voicemails on LinkedIn. The catch is that you need to download the LinkedIn mobile app to be able to do so. Locate the microphone icon in your messages and you'll be able to record a 60 seconds voicemail.

Day: 3



The goal of this voicemail is not to pitch your solution but rather to start a conversation. I'd recommend using your recent connection with the prospect as a trigger to send this voicemail.

Below is an example to help you build your own voicemail.

Trigger: Frida, I've noticed that you are regularly posting content on LinkedIn, using slides, pictures, and even videos.

Question: I'm curious, how do you make sure all the work you put in that content doesn't get diluted in the endless feed of LinkedIn posts?

Teaser: I've put together a free guide on how to use various LinkedIn tools.

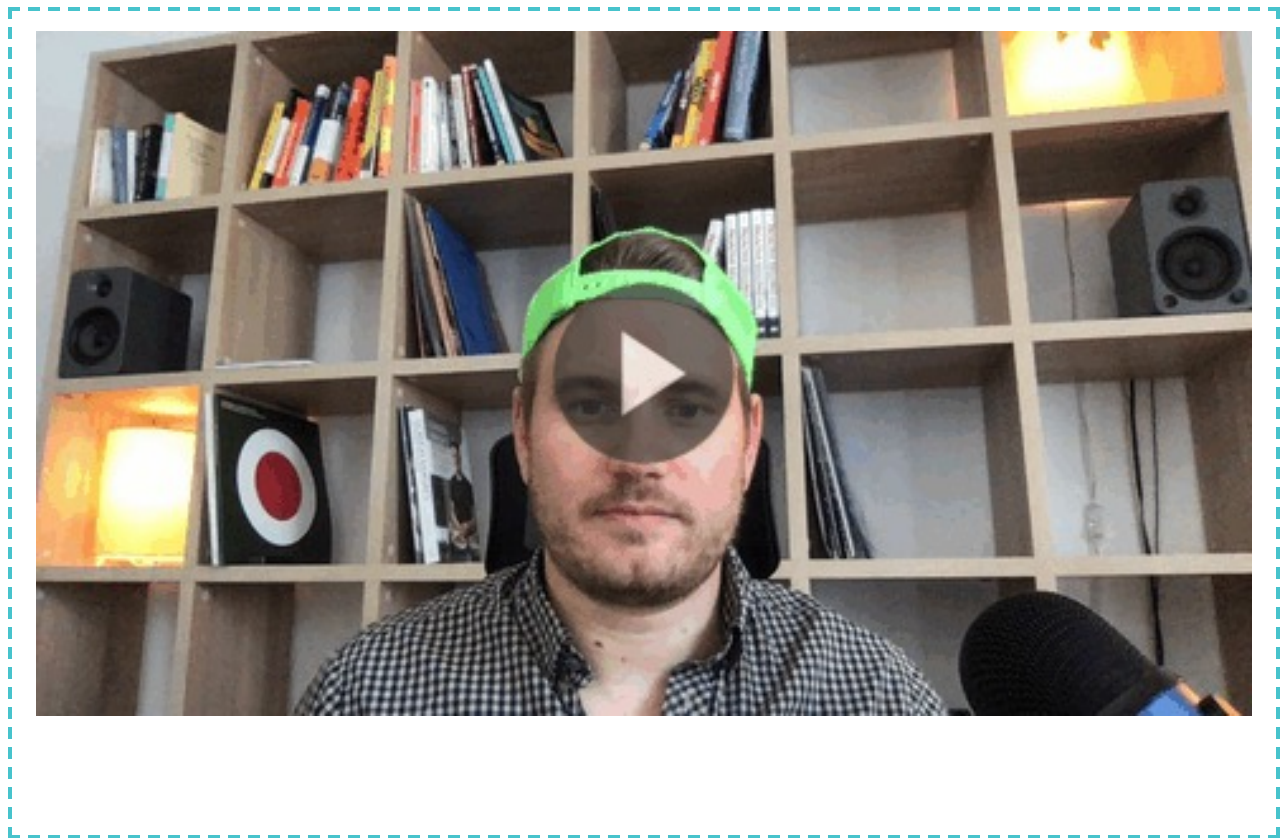
Push back: I'd love to send it your way, I just need 5 minutes of your time for a call. I found this works much better than you putting your email address, accessing the guide and getting stuck in an irrelevant newsletter.

CTA: What do you think?

Step 3: Customized video

I recommend using freemium video tools like [Vidyard](#), [Soapbox](#) or [Videoask](#). You'll be able to record a short video and even share your screen. Once done, you can paste the link of the video in your message.

Day: 6



Frida,

Trigger: I've noticed that you had frozen the hiring of new SDRs for Q2. As understandable as this decision can be, it is not without consequences on pipeline creation.

Question: How do you make sure your Account Executives switch from receiving qualified opportunities to generating them?

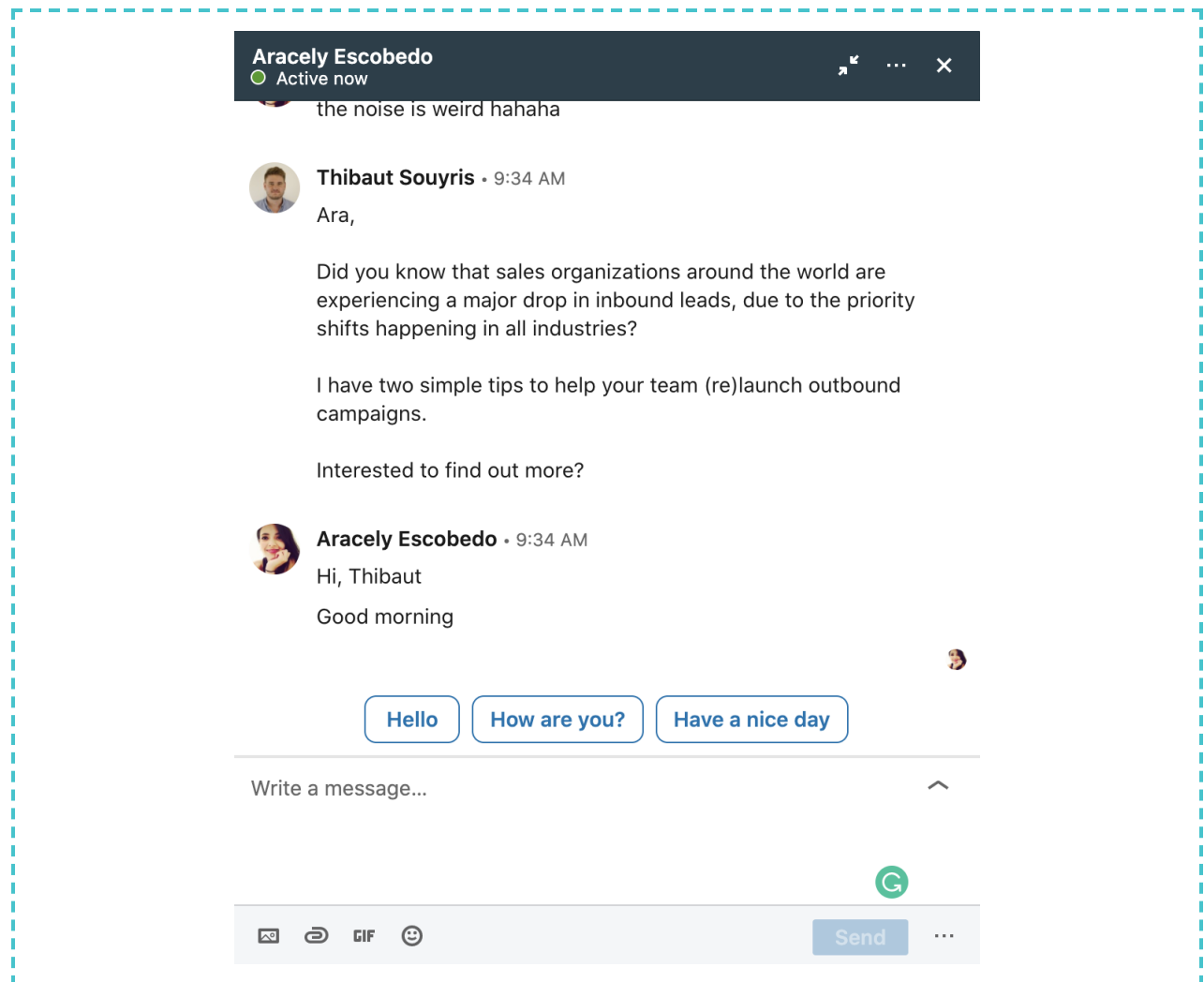
Namedrop: Falko at Homelike has completely switched the focus of his Account Managers from nurturing accounts to generating new business, thanks to a simple framework I shared with his team.

CTA: Want to know more about it?

Step 4: LinkedIn Message

Some people consult LinkedIn while they are in meetings or calls. They won't be able to listen or watch your voicemails and videos. That's why you should also use a text-based approach.

Day: 9



Frida,

Trigger: Did you know that sales organizations around the world are experiencing a major drop in inbound leads, due to the priority shifts happening in all industries?

Teaser: I have two simple tips to help your team (re)launch outbound campaigns.

CTA: Interested to find out more?

Step 5: Signout Email

Finally, some people do not answer to strangers on LinkedIn. That's when emails can be useful. Using tools like [Hunter](#) or [Mailtester](#) will help you find email addresses.

Day: 12

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To: frida@acme.com

Subject: I'm out of here

Frida

Tried to connect with you on LinkedIn, using a message, voicemail, and even video.

You certainly receive tons of messages like mine and there are a few possible reasons why you didn't answer.

So I am going to do three things:

- 1) Summarize the reason for my outreach
- 2) Drop a few resources you can already use to solve the problem that made me contact you in the first place
- 3) Sign-out and stop contacting you

1) Reason for my outreach

- We live an unprecedented crisis and there is no playbook on how to keep sales flowing. That's why I wanted to share a VP of Sales guide to navigating the current crisis.
- I offer sales training and the key to successful training is to understand what skills reps need to be trained on. I'd love to get your view on your current initiatives to know what to work on.

2) A few resources for you

- A [webinar recording](#) on selling in tough times
- The guide (in attachment)

3) Sign-out

This email is the last touchpoint of my outreach sequence. So if I don't hear from you, I'll understand that you are not interested.

Have a great day!



Wrapping it up

Good job!

If you have followed the steps of this sequence, you should be able to increase your answer rate. Notice the emphasis on trigger research and creativity. This is what will make you stand out from all the noise and distraction your prospects are faced with.

It is also important to get the basics right when using LinkedIn as your primary outreach channel. You can go and check [this blog post](#) to get a better idea of how to get started.

Finally, I'd like to invite you to join my **free**, 5-day Sales Development Challenge. You can register at <https://www.saleslabs.io/sales-development-challenge/> or click the button below.

[Signup for the Challenge](#)

About me



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[Add me on LinkedIn](#)

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I train and coach tech sales teams to land new meetings and generate more opportunities with the [T-shaped Sales Development Accelerator](#)

Here is what my customers have to say about me

"Thibaut's outreach sequence works and he knows how to engage teams during remote workshops!

Thibaut had already shared his LinkedIn outreach sequence with me before, which we implemented and have seen good results. We had a workshop and it was insightful to see how & what LinkedIn automation tools Thibaut uses and it was helpful to discuss identifying different trigger events." - Mathijs Ruigrok, Head of Sales at Vainu

"We speak to a lot of people who will give us good advice, and we appreciate it. A lot of these conversations are high-level. Having someone telling you, theoretically, how to strategize your expansion is great. But having someone showing you how to do something in a concrete way can often be more valuable. And that's something we got from Thibaut's accelerator and we are getting going forward." - Jack Lancaster, Co-Founder at Plantclub

[Signup for the Challenge](#)



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