

# URL Apps Sales Cadence

How To Get Appointments With Cold Emails For Warm Phone Calls

# 78%

Seventy-eight percent of decision-makers have taken an appointment or attended an event that came from an email or cold call.

**Takeaway: Emails and cold calls work.**

*[Source: DiscoverOrg]*

# The Bizness Apps Sales Process

- **Get emails through calling, or website**
- **Step 1:** Day 1 - Intro Email (PROVIDE VALUE!)
- **Step 2:** Day 3 - Follow Up Email (PROVIDE VALUE!)
- **Step3:** Day 5 - Phone Call Follow Up #1
- **Step 4:** Day 7 - Follow Up Email (PROVIDE VALUE!)
- **Step 5:** Day 10 - Break Up Email
- **Step 6:** Day 11- Phone Call Follow Up #2
- **Step 7:** Day 12- Break Up Email
- **Step8:** Day 14 - Phone Call Follow Up #3

# Step 1: Day 1 - Intro Email

**Email Subject:**Came across your website

Hey {{first\_name}},

I came across your website, read some great customer reviews, and while it looks good I still found some easy opportunities for you to grow your business. Or take your revenue to the next level.

Let me know which time works best for us to connect and share my findings here:

<https://calendly.com/rayurlapps>

I'm just offering free insights on how you rank against your competitors down the street.

Talk soon. Thanks!

# Step 2: Day 3 - Follow Up Email

## Email Subject: Quick Question

Hi {{first\_name}},

I've been doing some research on your business and created a free marketing report on how you rank against your local competitors. Here's basically what I found...

- You have less social media activity than your competition.
- You have less Google & Yelp reviews than your competition.
- You do not have a mobile loyalty program in place.
- You do not have a strong mobile strategy or a mobile app.
- **Basically you're losing customers to competitors that do.**

This is where I come in to help. I specialize in helping local businesses like yours grow by creating a strategy based on how you compare against your competition.

Would you be open to chatting for 15-minutes this week? Here is my availability: <https://calendly.com/rayurlapps>

Thanks!

# Step 3: Day 5 - Phone Call Follow Up #1



# Step 4: Day 7 - Follow Up Email

## Email Subject: Haven't heard back

Hi {{first\_name}},

I've been trying to reach you about some research I've done on your business and created detailed report on how I could potentially help you grow. So I'd love to go over over this report with you in-person or on the phone if you have some free time.

You'll be really surprised how easily your business can:

- Increase social media activity
- Increase positive online reviews
- Increase local search rankings
- Increase customer loyalty & retention
- Increase your businesses revenue

Do you happen to have 15-minutes this week to connect? Thanks!

PS-- you can instantly schedule a short call with me here: <https://calendly.com/rayurlapps>

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# Step 5: Day 10 - Break Up Email

## Email Subject: Should I stop reaching out?

Hey {{company}},

My name is Andrew and I'm with [URL Apps](#).

I've tried to reach you a few times over the past week to discuss growing your business with a custom mobile app and share how you rank against your competition but haven't had too much luck.

This tells me one of three things...

1. You're not interested
2. You're still interested but haven't had time to get back to me yet.
3. You've fallen and can't get up and in that case please let me know and I'll call 911 for you...

Please let me know which one it is because I'm starting to worry...

PS -- you can instantly schedule a short call with me here: <https://calendly.com/rayurlapps>



## Step 6: Day 11 - Phone Call Follow Up #2



# Step 7: Day 12 - Break Up Email

## Email Subject: Straight to the point

Hi {{company}},

I've reached out to you in the past, but I understand that nobody likes being ambushed with random emails. The truth is, I really believe you'd be interested in how we can help you grow your business. In the interest of efficiency, I've removed all the fluff from my previous emails:

We're Bizness Apps.

We help your small business get more customers.

We do it better than anyone else.

HOW?

1. We create custom mobile apps for your customers.
2. Our mobile apps help you get more online reviews.
3. Our mobile apps help increase your social media activity online.
4. Our mobile apps can increase customer loyalty.
- 5. We give you insights to really understand that what we do is working.**

At first glance, I'm 92.8% confident that we'd create immediate value for your business. Let me know when you're free to chat — I need that other 7.2% of confirmation from you.

Schedule a 15-minute meeting with me here: <https://calendly.com/rayurlapps>

Thanks!

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## Step 6: Day 14 - Phone Call Follow Up #3



# Proven To Work, Action Needed



# Follow Up Phone Example

**Goal: See if they received email & schedule demo**

Hello,

My name is Ray Young and I'm following up on 2 emails I've sent you guys. Is there anyone available I can speak to who may have received my emails?

**YES** - OK great! The detailed report put together goes over where you rank in reviews, social media, online presence, and more. Do you have 15-minutes we can put on the calendar so I can go over the report in person or over the phone?

**NO** - OK no problem. Do you know who the best person I should be reaching out to is? Or is there a better time for me to call to find the right person?

# #1

**Your main goal right now is to get appointments with small businesses.**

# Follow Up Calling Best Practices

1. Be brief with your message
2. Leave voicemails under 20-seconds
3. Ask for the right person and if they're not available ask for their contact information. Then continue to follow!
4. Remember you are not selling anything at this point

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Mobile Apps For Business Made Easy.