

## THE STATE OF SALES DEVELOPMENT

A cadence is a sequence of activities to increase contact and qualification rates. In our State of Sales Development report we discovered the six elements of successful cadences and asked 320 companies what they **believed** they did for their outbound sales cadences. We then compared that to our big data set of what sales reps **actually** do when reaching out to prospects and what was **optimal**.

Here's what we found.

## DAILY SALES REP ACTIVITY

INSIDESALES.COM

The average rep performs **107.8 activities per day**.

Those activities are often unorganized across **8 different communication methods**.

**PHONE**  
40.7 calls  
per day**EMAIL**  
38.4 sends  
per day**VOICEMAIL**  
15.7 left  
per day**SOCIAL**  
7 touches  
per day**VIDEO (EMAIL)**  
3.9 sends  
per day**DIRECT MAIL**  
3.9 sends  
per day**TEXT MESSAGE**  
1.3 sends  
per day**CHAT**  
0.9 sends  
per day

How do you take those activities, and turn them into a successful outbound cadence?

## THE SIX ELEMENTS OF CADENCE™

Consider these elements when structuring your sales activities.

INSIDE  
SALES  
.COM

### ATTEMPTS

The total number of touch points made



### MEDIA

The type of communication methods used



### DURATION

The time between the first and last attempt



### SPACING

The time gap between contact attempts



### RESPONSE TIME

How quickly leads are responded to

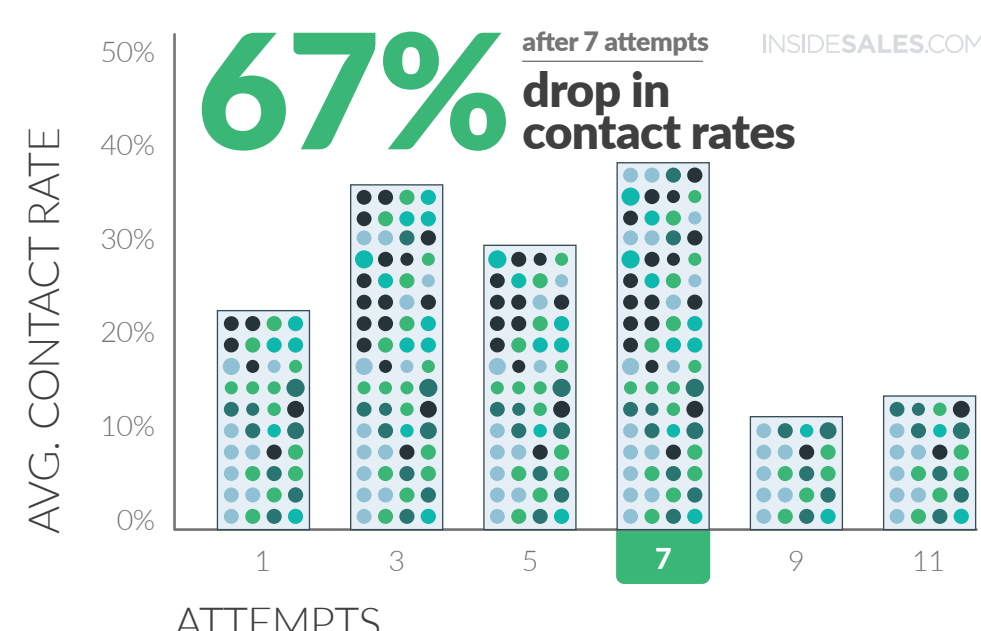


### CONTENT

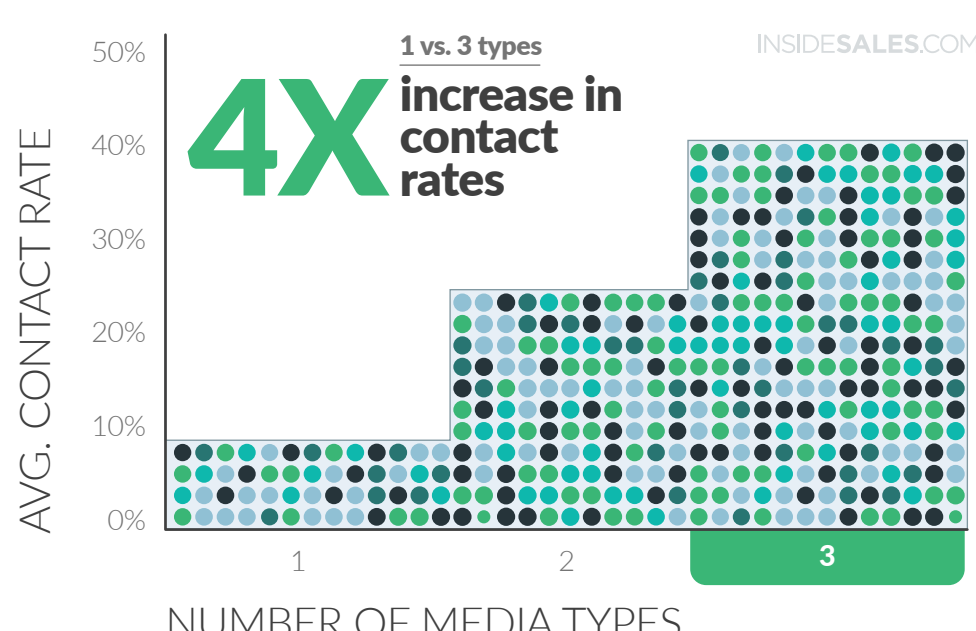
The messaging used



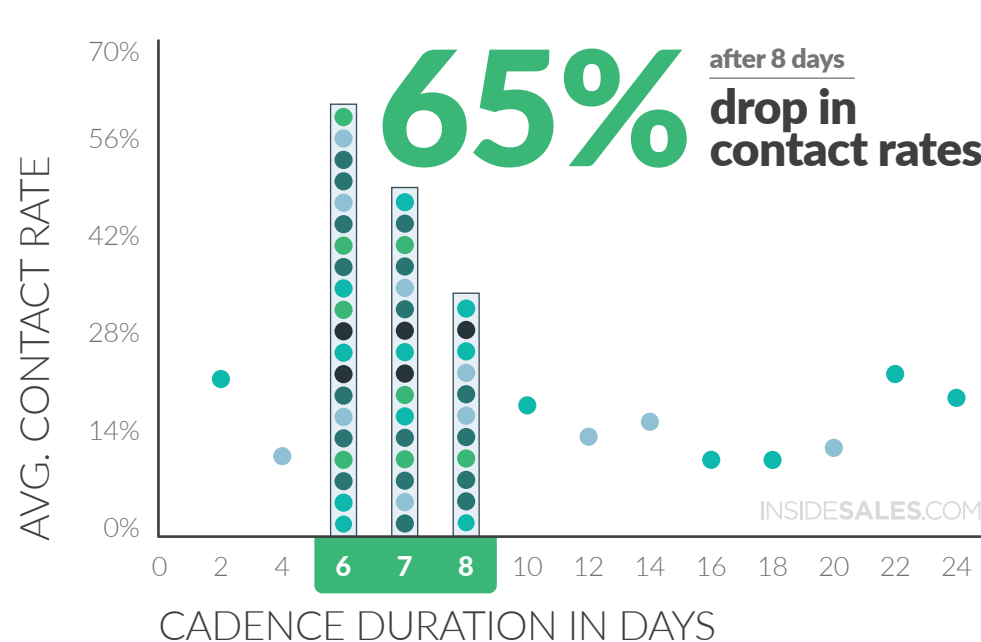
## ATTEMPTS

**BELIEVED: 15.1 attempts****ACTUAL: 3.5****OPTIMAL: 7 attempts**

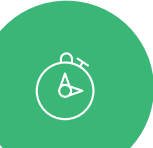
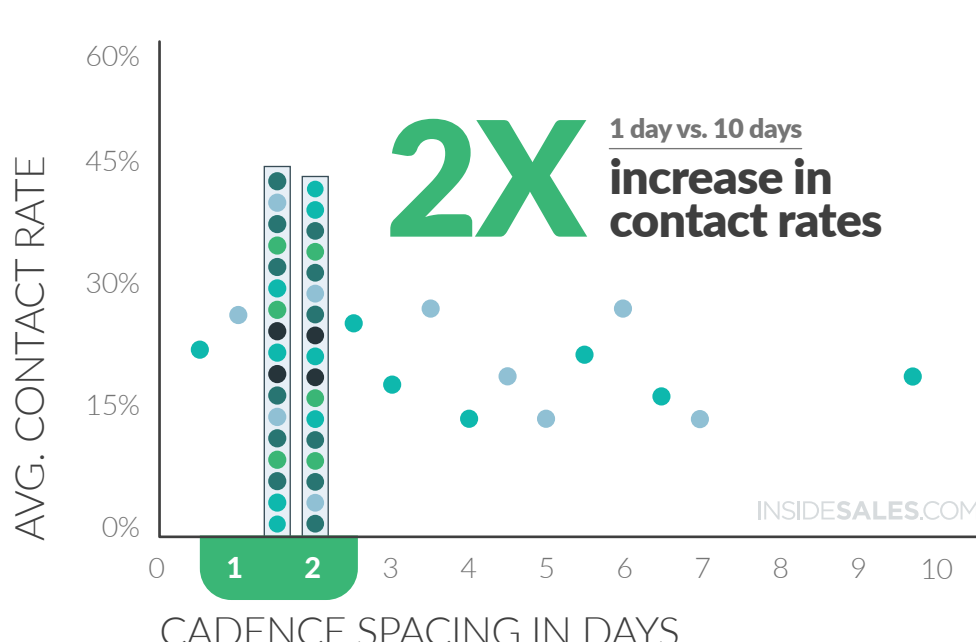
## MEDIA

**BELIEVED: 4.0 media types****ACTUAL: 2.0****OPTIMAL: 3+ media types**

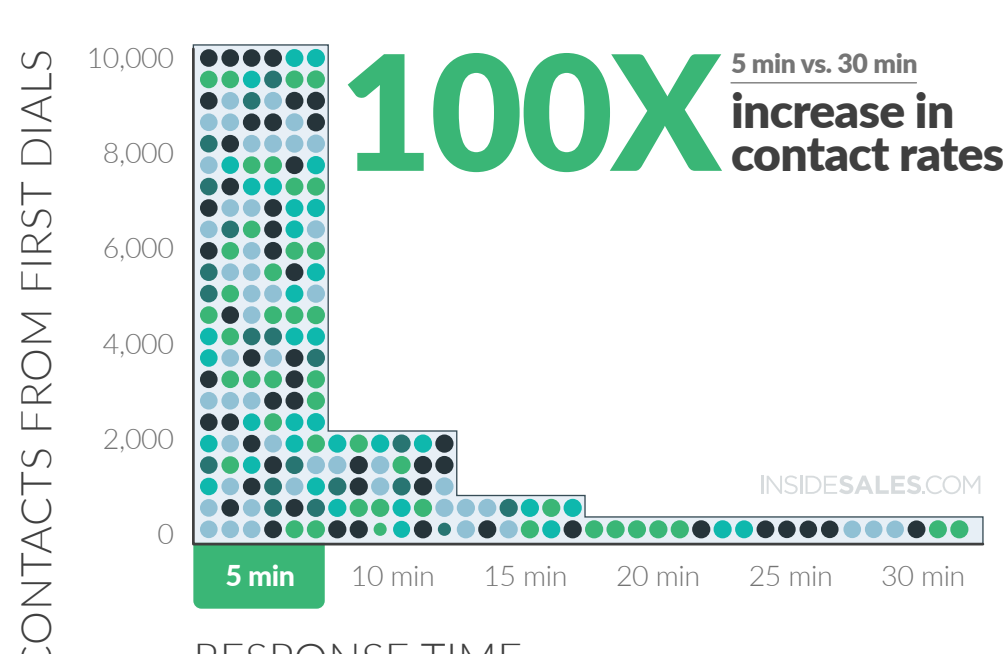
## DURATION

**BELIEVED: 28 days****ACTUAL: 24.6****OPTIMAL: 6-8 days**

## SPACING

**BELIEVED: 1.9 days****ACTUAL: 10.4****OPTIMAL: 1-2 days**

## RESPONSE TIME

**BELIEVED: 24 hours****ACTUAL: 38.4h****OPTIMAL: 5 minutes**

## CONTENT

**OPTIMAL CONTENT PER MEDIUM:****EMAIL**  
300  
WORDS**VOICEMAIL**  
30  
SECONDS**INMAIL**  
150  
WORDS**VIDEO (EMAIL)**  
60  
SECONDS**DIRECT MAIL**  
HAND  
WRITTEN NOTES**TEXT MESSAGE**  
160  
CHARACTERS

INSIDESALES.COM

PREDICTIVE  
**PLAYBOOKS****WANT TO MAKE YOUR  
SALES CADENCE WORLD-CLASS?**

Check out a demo of InsideSales.com Playbooks, the market-leading intelligent sales cadence technology.

[SEE A DEMO >](#)