EIGHTFOLD SYSTEMS



FREE PLAYBOOK / 02

HOW TO BUILD AN OUTBOUND SEQUENCE

A step-by-step plan for reaching a buyer by phone, email and LinkedIn without being annoying.

FOR SERVICE & SOFTWARE COMPANIES

02

LEVEL	TIME	YOU'LL NEED	BUILT FOR
Basic	About 1 hour to plan, 14 days to run	A target list, a phone, an email tool and a LinkedIn profile	Service and software companies

THE PROBLEM

Most deals don't come from the first message. One email and one call is not a sequence, and chasing someone every day is not one either. Without a plan, outreach is either too thin to work or too pushy to last.

THE RESULT

A 14-DAY SEQUENCE YOU CAN START TOMORROW, A CLEAR RULE FOR WHEN TO CALL AND WHEN TO EMAIL, AND A SIMPLE WAY TO TELL IF IT IS WORKING.

THE PLAY

Most deals don't come from the first message. A sequence is a planned set of touches over a couple of weeks, so a busy buyer has several chances to notice you.

1. THE BASIC RULES

- **Plan 6 to 8 touches** over about 14 to 21 days.
- **Mix channels.** Phone, email and LinkedIn each reach people differently.
- **Space them out.** 2 to 4 days apart. Not daily.
- **Add something new each time.** A fresh reason to reply, not "just checking in".
- **Stop when they answer.** Yes, no or "not now", any reply ends the sequence.

2. A 14-DAY SEQUENCE YOU CAN COPY

DAY	CHANNEL	WHAT TO DO
1	Email	Short first email. One clear question.
2	LinkedIn	Send a connection request, no pitch.
4	Phone	Call. If no answer, leave a 20-second voicemail.
6	Email	Follow-up with one useful detail or a local example.
9	Phone	Call again, at a different time of day.
11	LinkedIn	Short message if they accepted your request.
14	Email	Polite "last note" that makes it easy to say no.

If you also use text, add one short message around day 8, and only to people who have opted in or where the law clearly allows it. Rules for texting businesses are strict, so check before you start.

3. WHEN TO CALL

- Try **early morning (8 to 10)** or **late afternoon (4 to 5)**, when decision-makers are more likely at their desk.
- Call a second time at a different hour if the first didn't connect.
- Leave short voicemails: your name, your company, one reason you're calling, your number, said slowly.

4. A SIMPLE CALL OPENER

> "Hi [Name], it's [You] from [Company]. I know I'm calling out of the blue. We [do what you do] for [type of building] around [area]. Do you have 30 seconds for me to tell you why I called?"

Then ask one question: *"Who handles [service] for your buildings today?"*

Selling software or a B2B service? Swap the last lines: *"We help [type of company] with [problem]. Who owns that on your team?"*

5. WHEN SOMEONE REPLIES

THEY SAY	YOU DO
"Yes, interested"	Offer two specific times. Book it right away.
"Send me info"	Send one short page and propose a call.
"Not now"	Ask when to follow up and put it on your calendar.
"We already have someone"	Ask when their contract is up. Follow up before then.
"Stop" or "Remove me"	Remove them everywhere, immediately.

6. TIME IT TO A TRIGGER

A cold message lands harder when something just changed at the building. Watch for these, and start a sequence the week they happen:

- A new tenant moves in, or a lease is signed
- A building is sold, or a new property manager takes over
- A building permit is filed for work near your service
- A contract is coming up for renewal
- A bid is posted
- The company hires facility or operations staff
- The season turns (snow, storm, spring cleanup, summer cooling)

Selling to software or B2B service companies? Watch for a funding round, a new sales or marketing leader, a hiring push for roles you support, a new product launch, or a competitor switch.

A new property manager is the best trigger for building services, and a new department head is the best one for B2B. Either one usually reviews vendors in their first 90 days.

Call the warmest first. If you have 100 names and 20 of them have a trigger, call those 20 before anyone else.

7. WAKE UP YOUR OLD QUOTES

Every quote or proposal that didn't turn into a deal is a warm lead that went quiet. Once a quarter, send each one a short note:

> Hi [Name], we quoted [service] for [building] back in [month]. A lot can change in a few months. Is it still on your list, or has it been handled? Happy to refresh the numbers if it's useful.
>
> [You]

Replies from old quotes are often your fastest meetings, because they already know you.

8. MEASURE IT

Track each week:

- Contacts reached
- Reply rate
- Meetings booked
- Meetings that became quotes

Change one thing at a time (the subject line, the call time, the offer) so you know what made the difference. Give each test at least 100 contacts.

CHECKLIST

- [ ] 6 to 8 touches planned
- [ ] Phone, email and LinkedIn all included
- [ ] 2 to 4 days between touches
- [ ] Call opener written
- [ ] Reply handling agreed
- [ ] Opt-outs removed right away
- [ ] Weekly numbers tracked

Want a team to run this for you? Book a call at eightfoldsystems.com.

Note: calling, texting and emailing laws vary by location. This is general guidance, not legal advice.

EIGHTFOLD SYSTEMS

WANT US TO RUN IT FOR YOU?

We build and run outbound for commercial and industrial service companies, and for SaaS and other B2B service businesses: phone, email and LinkedIn, managed for you.

Book a call → cal.com/eightfoldsystems/30min

ALSO FREE

How to Get Email Deliverability Right

Email Templates That Get Replies

How to Find Your Ideal Customer

Eightfold Systems LLC
75 E 3rd St, Sheridan, WY 82801
kire@eightfoldsystems.com