

# PROSPECTING THROUGH SEQUENCES



## SAM NELSON

SDR Leader  
Outreach

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## ➤➤ About this course

Calling all full-time SDRs and SDR managers! The brain behind the Agoge Sequence will share with you how to effectively qualify and approach your key prospects in this granular educational course. Whether you're not quite getting your prioritization right or you can't figure out why your cold calls have poor conversion rates, this course will give you the tools to make a difference.

We will take you through how to use sequences to multiply your prospecting efficiency. This will cover time management, prioritization, cold calling, creating a complete outbound strategy, and optimal responses to motivate prospects to take action!

## + Course information

3 weeks | Mon, Weds, Fri  
7am PT • 10am ET • 3pm UK | 8 x 1-hour live classes

## What impact this course will have

- Understand the principles of successful prospecting and prioritisation.
- Know how to organize your day and where to execute different prospecting workflows.
- Master the Agoge Sequence.
- Learn the importance of simplicity in your cold calling framework and get your tone right.
- Utilise different types of email objections and know the best response and sequences to use for objections.

[See course dates](#)[Become a member](#)

### Class 1 Importance of Prospecting

- Why it is important
- How you personally benefit
- Principles of successful prospecting

### Class 2 Time Management

- How to organize your day
- Where to execute different prospecting workflows
- Task management

### Class 3 Prioritization

- The three tiers of prospects
- How to create a system for prioritization
- How each tier should be approached differently

### Class 4 Agoge Sequence

- Sequence structure
- Making an entrance
- Strategies within the sequence

### Class 5 Cold Calling

- Importance of simplicity in your cold calling framework
- Getting tone right
- Leveraging past research in an opener

### Class 6 Cold Call Objections

- Top 5 objections
- Silver bullet
- Asking for the meeting

### Class 7 Email Objections

- Different types of email objections
- Best response to every objection is the same
- Sequences to use for objections

### Class 8 Putting it all Together

- How the different parts fit together
- Things to look out for
- Mentoring others on the team



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### BIO

Sam Nelson was Outreach's #1 SDR, SDR Manager, and Manager of SDR Managers as Outreach became a billion-dollar company through cold outbound prospecting.