

16-Step Multi-Channel Outbound Gong Flow

Target audience: High-priority SMB prospects

Primary goal: Book qualified intro meetings

Secondary goals: Improve reply rates, create consistent seller follow-through, and increase conversion from engagement to meeting booked

Channels used: Email, phone, voicemail, LinkedIn

Cadence length: ~18 to 21 business days

Step 1. Day 1, Email

Objective: Introduce value quickly and establish relevance.

Message theme: Personalized opener tied to prospect segment, role, or business challenge.

CTA: 15-minute intro call.

Sample subject line:

Helping [Company] drive more demand efficiently

Step 2. Day 2, Call

Objective: Create early live touchpoint and validate contact.

Message theme: Quick intro referencing email and reason for outreach.

CTA: Short conversation or callback.

Step 3. Day 2, Voicemail

Objective: Add familiarity and reinforce legitimacy.

Message theme: Brief, low-pressure reference to email and core reason for reaching out.

Example:

“Hi [Name], this is Stephany with [Company]. I sent over a quick note because we’re helping businesses like yours [insert value point]. I’ll follow up by email as well.”

Step 4. Day 3, LinkedIn Profile View or Light Touch

Objective: Build recognition before a connection request.

Message theme: Soft brand touch, no heavy ask.

Step 5. Day 4, Email

Objective: Follow up with sharper problem-solution framing.

Message theme: Call out one common SMB challenge and a concise outcome.

CTA: Worth a brief conversation?

Angle examples:

- Low seller efficiency
- Inconsistent pipeline generation

- Need to scale outreach without adding complexity

Step 6. Day 6, Call

Objective: Reach live after value context has been established.

Message theme: Mention the specific pain point from email two and ask a simple qualifying question.

Step 7. Day 6, LinkedIn Connection Request

Objective: Add a parallel engagement channel.

Message theme: Short, professional connection request tied to shared business context.

Example:

“Hi [Name], reaching out because I work with SMB teams on improving [relevant outcome]. Thought it could be useful to connect.”

Step 8. Day 7, Email

Objective: Add proof and reduce perceived risk.

Message theme: Social proof, customer pattern, or common use case.

CTA: Open to a short intro next week?

This is where you can reference:

- similar customer type
- typical business challenge
- measurable business outcome

Step 9. Day 9, Call

Objective: Re-engage with proof-based framing.

Message theme: “Wanted to follow up on the note I sent about how teams like yours are addressing [challenge].”

Step 10. Day 9, Voicemail

Objective: Reinforce consistency without sounding robotic.

Message theme: One sentence on why this may be relevant now.

Step 11. Day 11, Email

Objective: Share a practical insight instead of another generic nudge.

Message theme: Helpful takeaway, framework, or quick recommendation relevant to the prospect’s motion.

CTA: Happy to share ideas live.

This step works well when framed as:

- “three patterns we’re seeing”
- “what top-performing teams are doing differently”
- “common friction points and how teams solve them”

Step 12. Day 13, LinkedIn Message

Objective: Reach the prospect in a lighter-touch channel.

Message theme: Brief, conversational follow-up tied to prior outreach.

Example:

“Hi [Name], I’ve reached out a couple of times because I think there may be an opportunity to help with [challenge]. Happy to share a few ideas if useful.”

Step 13. Day 14, Call

Objective: Try one more live connection after multiple value touches.

Message theme: Short, direct, and respectful. Confirm whether this area is even a priority.

Step 14. Day 16, Email

Objective: Objection handling.

Message theme: Address common hesitation directly.

CTA: “If this isn’t a priority right now, I’m happy to close the loop.”

Common objection themes:

- timing
- bandwidth
- not interested
- already using another solution
- unclear fit

Step 15. Day 18, Email

Objective: Break-up style close with professionalism.

Message theme: Close the loop while leaving the door open.

CTA: “Should I stay in touch, or should I step back for now?”

This step often drives replies because it reduces pressure.

Step 16. Day 21, Task / Recycle Decision

Objective: Route the prospect appropriately based on engagement.

Decision paths:

- If engaged but not ready: recycle to nurture
- If replied with interest: book meeting / handoff
- If no response: pause and revisit later based on timing or account priority
- If wrong contact: reroute to better stakeholder