



The Art of the Gift Follow-Up

A Guide to Booking More Meetings



TABLE OF CONTENTS

—	1	Introduction
—	2	Why Following Up with your Prospect Matters
—	4	Putting the Prospect at the Center of your Follow Up
—	6	The ABPs of Follow-Up Messaging
—	8	Timing Your Follow-Up after Sending an Alyce Gift
—	14	Free Templates: Email Templates for Following Up after an Alyce Gift
—	19	Conclusion



INTRODUCTION

If you're reading this book, you already know how important a well-executed follow-up is for the success of your pipeline.

As a modern seller, you're hyper-aware of the challenges you and your colleagues face every day trying to earn and retain the business of your target accounts. With Account-Based Execution tools like account intelligence software, buyer intent data, and personal gifting platforms in your arsenal, your selling resources have never been more robust.

Yet with all of these resources at your disposal, the key to any sales strategy lies in one thing—**the Art of the Follow-Up**.

This eBook will help you fully leverage the power of Alyce's personal gifting platform to take your outreach to the next level. We'll explain what to say during your follow-up, how to say it, and when to say it to drive more pipeline and create faster sales cycles. This eBook also contains a blueprint follow-up cadence and email templates to optimize your Alyce gifting.

By the end of this eBook, you'll be well on your way to crafting killer follow-up that will help you book more meetings and build pipeline.



WHY FOLLOWING UP WITH YOUR PROSPECTS MATTERS

The foundation of well-executed follow-up is understanding why following up is so important in the first place.

As much as we all wish that we could sit back and relax as prospects come to us, the reality is most customers aren't proactively reaching out to sales reps. Consumers are far more educated than ever before and are initiating contact with prospective vendors much later in their purchasing cycle.

A well-thought-out follow-up strategy is a key differentiator for high performing sales reps. With 58% of sales reps giving up

after a single attempt to connect with their prospect, the reps who go the extra mile to connect with and create moments for their prospects are those that are standing out from the pack.

58% of sales reps give up after a single attempt to connect. Which means: the reps who go that extra mile to follow up with their prospects are the ones who book more meetings.



Things to keep in mind when developing your follow-up strategy



Consistency is Key

A consistent follow-up strategy creates predictability which makes it easier to forecast pipeline and ultimately, profitability.



Build Rapport, Earn Trust, and Drive Loyalty

In addition to working leads more thoroughly, a follow-up strategy provides stability and long-term retention to your company's install-base of customers.

The trick to effective follow-up is this:

Your goal is not to sell before the first meeting; your goal is to start a conversation. But with so many other sales reps vying for your prospect's attention, how do you get that conversation started?



“Talk to someone about themselves and they’ll listen for hours.”

— Dale Carnegie, *How to Win Friends and Influence People*

Since the objective of your follow-up is not to sell—it’s to get a conversation started—you’ll need to give your prospect something to respond to. Something they genuinely care about.

What does someone care about more than what makes them uniquely themselves?

By putting the recipient at the center of your follow-up, you’ll establish early on that you’re prioritizing the person behind the persona. Exceptional follow-up emphasizes the person we become when we step away from our job titles in the workplace. **We call this the #5to9™.**



PUTTING THE PROSPECT AT THE CENTER OF YOUR FOLLOW-UP

The #5to9™

The #5to9™ lives in the passions, hobbies, and interests we pursue when we aren't fulfilling the responsibility attached to our careers. While most follow-up feels generic and one-to-many, the best follow-up is one that forges a meaningful relationship.

To get a conversation started with your prospect, your outreach and subsequent follow-up should relate to your prospect on a one-to-one level and look for moments to celebrate the lives they lead in the #5to9™.





Always Be Personal (ABP).

At Alyce, we believe in the ABPs— Always Be Personal.

To ensure your follow-up messaging always meets the ABPs, make sure your follow-up always meets the 3Rs:



Relatable

Being Relatable is about what you say. By taking the time to research someone's interests and passions, it's easier to establish a personal bond. This personal bond helps you build rapport and serves as the foundation for earning trust.



Relevant

Being Relevant is about when you connect. The timing of your communication, relative to the needs of the other person in their Customer Journey, is important. Focus on intent signals to find the right moment to provide information that earns trust during the sales process.



Respectful

Being Respectful is about how you connect. The way you interact with someone has a deep and lasting impact on your ability to build rapport, earn trust, and drive loyalty. Always lead with empathy by following the "Golden Rule: " Treat others the way you want to be treated.



The Right Person, at the Right Time, with the Right Gift

We can't emphasize this enough: You are not selling in your follow-up.

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The goal of your follow-up is to get your recipient to take action towards the next step in your relationship. Every part of an email plays a part in achieving that goal. Let's break down an email to show you the basics of writing a follow-up email:

New Message

To lyle@company.com

Subject Hi Lyle, picked out a gift just for you!

Hi Lyle,

I hope you're enjoying the summer! I noticed you had an eye for photography and I thought this picture frame would be the perfect way to memorialize a shot from an adventure this year.

If you already have one like this or could use something else for your photography, feel free to exchange it in the marketplace or donate the value to a charity of your choice.

When it comes to making your work-life picture-perfect, I might be able to help there too. As I mentioned in the gift invitation, with the ability to review and analyze your sales team's follow-up ACME Inc can help your sales team book more meetings and build more pipeline.

If I've captured 🌟 your attention, let's find some time to brainstorm. After you accept your gift, you'll be able to tell me what time works best for you.

Looking forward to it.

Sincerely,

▼ | 🗑️

😊 📎

SEND

Relatable

Relevant

Respectful



A Tip from the Alyce Pros



To build trust with our prospects, we've started ending the personal gifting experience with a link to curated content. For example: if a prospect mentions their ABM strategy, we will use a Post Gift CTA to direct them to the "Best Practices for ABM" guide once they accept their Alyce gift."

— Danielle Tocci, Director of Enterprise Sales, Alyce



OUTREACH CADENCE TEMPLATES

Timing Your Follow-Up after Sending an Alyce Gift

Writing the perfect follow-up is as simple as ABP. Now, you'll need to learn how to perfect the timing of your follow up after sending an Alyce gift.

The following sequences are best practices for building a follow-up cadence after sending an Alyce gift. These are just a starting point for you and your team; we suggest

reviewing your sequence at least every 3-6 months to make adjustments for your industry, ICP, and audience. A quarterly or semi-annual review will give your team an opportunity to review the results, double down on copy or channels that work, or optimize areas of underperformance.

Step	Day	Activity Type	Activity Details
1	1	Phone Call	Leave Voicemail if No Answer
2	1	Email	Email referencing phone call and voicemail
3	2	Social Interaction	LinkedIn Profile View
4	3	Phone Call	Leave Voicemail if No Answer
5	4	Email	Email with Personal Video
6	5	Phone Call	Leave Voicemail if No Answer
7	7	Social Interaction	LinkedIn Connect with InMail Message
8	9	Alyce Gift	Send Physical Gift Invitation with Video (No Research)
9	15	Email	Email - Following up on gift
10	16	Phone Call	Leave Voicemail if No Answer
11	17	Email	Email with new Personal Video
12	18	Email	Reply to email in Step 9
13	19	Phone Call	Leave Voicemail if No Answer
14	20	Email	Break up Email

Step	Day	Activity Type	Activity Details
1	1	Alyce Gift	Send Digital Gift Invitation with Video
2	1	Social Interaction	LinkedIn Profile View
3	3	Phone Call	Leave Voicemail if No Answer
4	4	Email	Email with Personal Video
5	5	Phone Call	Leave Voicemail if No Answer
6	5	Social Interaction	LinkedIn Connect with InMail Message
7	7	Email	Reply to Personal Video in Step 4
8	10	Phone Call	Leave Voicemail if No Answer
9	13	Email	Email with new Personal Video
10	15	Email	Reply to email in Step 9
11	16	Phone Call	Leave Voicemail if No Answer
12	17	Email	Break up Email

Step	Day	Activity Type	Activity Details
1	1	Submit for Research	Submit your prospect for research with Alyce
2	1	Phone Call	Leave Voicemail if no Answer
3	1	Email	Email referencing phone call and voicemail
4	2	Social Interaction	LinkedIn Profile View
5	2	Send Alyce Gift	Send a personal gift from Alyce research with Video
6	2	Phone Call	Leave Voicemail if No Answer
7	4	Email	Email with Personal Video
8	5	Phone Call	Leave Voicemail if No Answer
9	7	Social Interaction	LinkedIn Connect with InMail Message
10	9	Email	Following up on gift
11	11	Phone Call	Leave Voicemail if No Answer
12	13	Email	Email with new Personal Video
13	15	Email	Reply to email in Step 10
14	17	Phone Call	Leave Voicemail if No Answer
15	20	Email	Break up Email

Step	Day	Activity Type	Activity Details
1	1	Alyce Gift	Send Physical Gift Invitation with Video Landing Page
2	6	Email	Send email letting prospects know a gift is en route
3	6	Social Interaction	LinkedIn Profile View
4	7	Phone Call	Leave Voicemail if No Answer
5	8	Email	Email with Personal Video
6	9	Phone Call	Leave Voicemail if No Answer
7	9	Social Interaction	LinkedIn Connect with InMail Message
8	11	Email	Reply to Personal Video in Step 5
9	14	Phone Call	Leave Voicemail if No Answer
10	16	Email	Email with new Personal Video
11	18	Email	Reply to email in Step 10
12	19	Phone Call	Leave Voicemail if No Answer
13	21	Email	Break up Email



Physical Gift Sequence for Warm Leads (With Research)

Use this outreach cadence to compliment your prospecting strategy using physical gifts from Alyce.

Step	Day	Activity Type	Activity Details
1	1	Submit for Research	 Submit your prospect for research with Alyce
2	1	Phone Call	 Leave Voicemail if no Answer
3	1	Email	 Email referencing phone call and voicemail
4	2	Social Interaction	 LinkedIn Profile View
5	2	Send Alyce Gift	 Send a personal gift from Alyce research with Video
6	2	Phone Call	 Leave Voicemail if No Answer
7	4	Email	 Email with Personal Video
8	5	Phone Call	 Leave Voicemail if No Answer
9	7	Social Interaction	 LinkedIn Connect with InMail Message
10	9	Email	 Following up on gift
11	11	Phone Call	 Leave Voicemail if No Answer
12	13	Email	 Email with new Personal Video
13	15	Email	 Reply to email in Step 10
14	17	Phone Call	 Leave Voicemail if No Answer
15	20	Email	 Break up Email



Physical Gift Sequence for Cold Leads (No Research)













Use this outreach cadence to compliment your prospecting strategy using physical gifts from Alyce.

Step	Day	Activity Type	Activity Details
1	1	Phone Call	 Leave Voicemail if No Answer
2	1	Email	 Email referencing phone call and voicemail
3	2	Social Interaction	 LinkedIn Profile View
4	3	Phone Call	 Leave Voicemail if No Answer
5	4	Email	 Email with Personal Video
6	5	Phone Call	 Leave Voicemail if No Answer
7	7	Social Interaction	 LinkedIn Connect with InMail Message
8	9	Alyce Gift	 Send Physical Gift Invitation with Video (No Research)
9	15	Email	 Email - Following up on gift
10	16	Phone Call	 Leave Voicemail if No Answer
11	17	Email	 Email with new Personal Video
12	18	Email	 Reply to email in Step 9
13	19	Phone Call	 Leave Voicemail if No Answer
14	20	Email	 Break up Email



Digital Gift Sequence for Warm Leads

Use this outreach cadence to compliment your prospecting strategy using digital gifts from Alyce.

Step	Day	Activity Type	Activity Details
1	1	Alyce Gift	 Send Digital Gift Invitation with Video
2	1	Social Interaction	 LinkedIn Profile View
3	3	Phone Call	 Leave Voicemail if No Answer
4	4	Email	 Email with Personal Video
5	5	Phone Call	 Leave Voicemail if No Answer
6	5	Social Interaction	 LinkedIn Connect with InMail Message
7	7	Email	 Reply to Personal Video in Step 4
8	10	Phone Call	 Leave Voicemail if No Answer
9	13	Email	 Email with new Personal Video
10	15	Email	 Reply to email in Step 9
11	16	Phone Call	 Leave Voicemail if No Answer
12	17	Email	 Break up Email



TIMING YOUR FOLLOW-UP AFTER SENDING AN ALYCE GIFT

Physical Gift Sequence for Warm Leads

Use this outreach cadence to compliment your warm lead strategy using physical gifts from Alyce.

Step	Day	Activity Type	Activity Details
1	1	Alyce Gift	 Send Physical Gift Invitation with Video Landing Page
2	6	Email	 Send email letting prospects know a gift is en route
3	6	Social Interaction	 LinkedIn Profile View
4	7	Phone Call	 Leave Voicemail if No Answer
5	8	Email	 Email with Personal Video
6	9	Phone Call	 Leave Voicemail if No Answer
7	9	Social Interaction	 LinkedIn Connect with InMail Message
8	11	Email	 Reply to Personal Video in Step 5
9	14	Phone Call	 Leave Voicemail if No Answer
10	16	Email	 Email with new Personal Video
11	18	Email	 Reply to email in Step 10
12	19	Phone Call	 Leave Voicemail if No Answer
13	21	Email	 Break up Email



Free Templates: Email Templates for Following Up after an Alyce Gift

To save you some time, we've pulled together a few of our favorite email templates to use at certain milestones during the gifting cycle. The following moments are important and require an extra touch of personalization in your emails:

1

The physical gift has arrived

2

The gift has been viewed but not accepted

3

The gift has been accepted

4

The day of your meeting



New Message

Subject Hi {name}, picked out a gift just for you!

I hope you're enjoying [reference a personal milestone]! I sent you a(n) [gift to complement their personal milestone] to make life a little easier. If you already have one or could use something else, feel free to exchange it in the marketplace or donate it to a charity close to your heart.

Given your background, I'm sure you've seen some of the same tired old pitches. This isn't one of those pitches.

Let's find some time to chat. My calendar can be found with your gift.
Looking forward to connecting!

Best,
[Your First Name]



SEND



Email Template: Gift Recipient has Viewed Gift, but Not Accepted

New Message

To name@company.com

Subject Lorem ipsum

Hi [First Name],

I saw the write up in [insert publication] about [insert company name] and how you're [reference article subject].

I found it particularly interesting how you [insert detail from article]. Can we compare notes?

BTW: I noticed your gift is still waiting to be accepted. If it's not exactly what you need at the moment, feel free to choose something else from the marketplace or donate the funds to a charity of your choice.

Here's the link to your gift to save you some time: [Add gift hyperlink]

Best,
[Your First Name]

▼

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😊

📎

SEND



Email Template: Gift Recipient has Accepted their Gift

New Message

To name@company.com

Subject Lorem ipsum

Hi **[First Name]**,

Great gift choice—let me know how you like it once it arrives!

Thank you for scheduling a meeting. I sent you invite to hold this time on both of our calendars. I'm looking forward to chatting with you on **[insert date and time of meeting]**.

I'll send a quick reminder the day of our meeting. Between now and then, this guide on **[insert name of resource]** will help jumpstart some inspiration for our call.

Best,
[Your First Name]

SEND



Email Template: Meeting Reminder

New Message

To name@company.com

Subject Lorem ipsum

Hi [First Name],

Just a quick reminder email about today's meeting at [insert meeting time].

Looking forward to speaking with you!

Best,
[Your First Name]

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SEND



CONCLUSION

You are the SWEETSET!! Thanks so much. We already get the Bark Box from my sister and my pup rips all the toys to shreds within minutes so we decided on the Power Chewers Toy box. Tobie and I are BOTH so excited.

By the way... I chose the Power Chewers Box!

Tanner H. @ Navia Benefit Solutions

this!!! (: Alyce gifts has changed the way I'm doing my outreach. Such a huge help and an incredible tool. Love it!

By the way... I chose Face Ladies Sweater

Megan Sullivan @ Pro

awesome. I've made a bunch of donations but what I am short on is activities for my kids!

By the way... I chose the Kid Made Modern Arts and Crafts Library Set!

Johanna A. @ onshift

So excited to see the swag store up and running! You guys have some options in there (I'm a sucker for the LL Bean tote). I'll chat with Susan on our side - we're talking about leveraging Alyce's upcoming virtual events the same way... I chose the Alyce 24oz tumbler!

I Foster

It's so fun to see the end of

Super touching, thank you so much for sending us the swag and all of its employees to impress us every day. By the way... I chose the Alyce 24oz tumbler!

Thanks for helping in our fight against breast cancer! Well-played with your research and I'll happily chat next week. I've followed your company for a little while and am happy to learn more about your business

By the way... I chose the \$60 Donation to the American Cancer Society!

Henry O. @ Itential

Personal is Always Better

As a seller, how often are you thanked for your prospecting attempts? Rarely, if ever.

When you put the person at the center of your follow up, that all changes. With Alyce, you can Build Rapport and Earn Trust like never before—and have prospects thanking you in the process.

By pairing your existing outreach with Alyce's powerful gifting tool, you'll produce higher quality interactions with your prospects which ultimately means more meetings booked and more pipeline generated. For any sales rep who can master the Art of the Follow Up, the opportunities are endless.