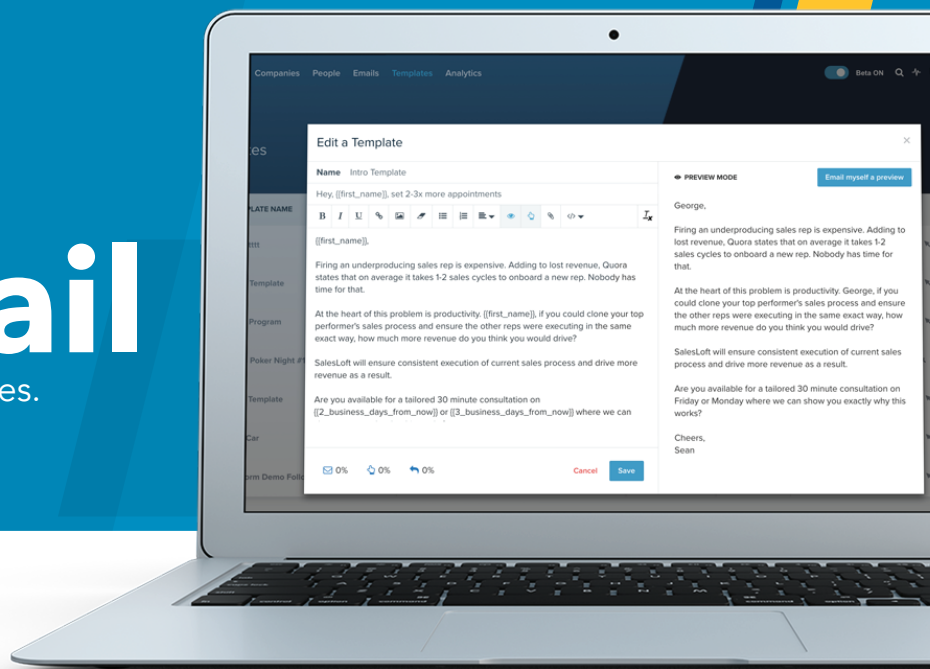# SalesLoft

SalesLoft Sales Email

Increase appointments with more responses.

Incorporate Sales Emails Within Your Workflow

Build a workflow that empowers your sales reps to create sales email cadences that ensure they're sending the right emails at the right time with a daily task list and automation.

Customize And Personalize Every Email In Moments

SalesLoft gives you the power to personalize your emails so they feel authentic and 1-to-1. Tap into fields in Salesforce (including custom fields) to tailor each message with dynamic tags.

Empower Your Sales Reps With "Semi-Automation"

Balance personalization with automation. Group emails together to be sent at once, with the ability to personalize each message as you send it.

WORK MORE EFFICIENTLY
BY AUTOMATICALLY REMOVING REPLIES & A/B TESTING YOUR STEPS

AUTOMATICALLY REMOVE REPLIES

When someone replies to your email, you don't want to manually remove them from your process. With SalesLoft, all prospects who reply are immediately removed from your follow up email templates. SalesLoft will even write a new activity in Salesforce with the body of the reply.

A/B TESTING

Always be testing. Create variants of any step type and have your people auto distributed to uncover which messaging you should double down on for the best conversions.

Want to learn more? Talk to a product expert today.

770.756.8015

SalesLoft