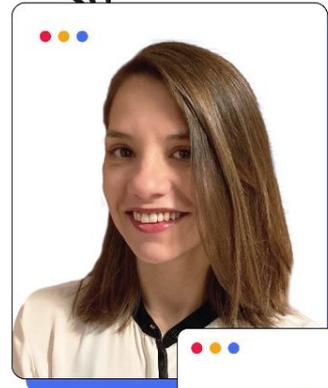


# Let's build your ultimate outbound engine & deal management flows

During this one-time FREE workshop, you'll get everything you need to maximize your deliverability, write messages that get replied, and the steps to get more pipeline "won"

with  
**Mariana  
Lacerda**



**FREE** workshop

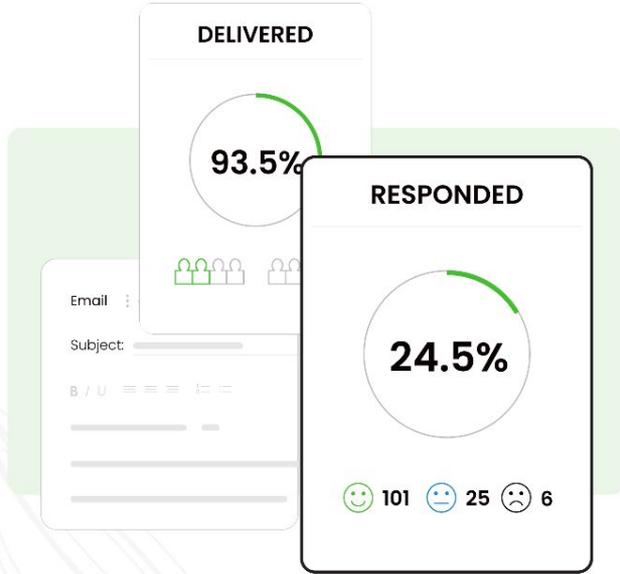
no|crm.io

Let's connect and share



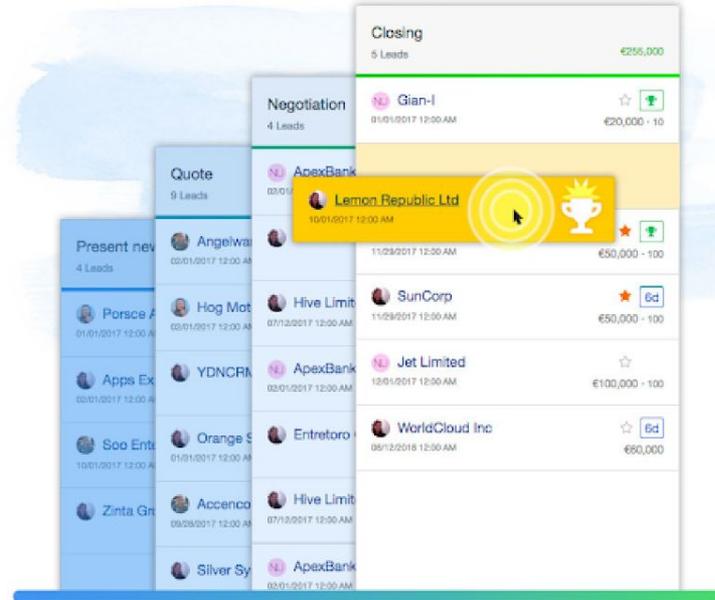
GET SLIDES

## What Is Woodpecker?



Woodpecker

## What is noCRM?



no|crm.io



GET SLIDES

# Build Multichannel Campaigns

EMAIL ^

VERSION A +

Subject

Hello, type in your email...

-Justin

Email

LinkedIn

Task

Call

SMS

SUN 12:00 AM - 12:00 AM

MON 08:00 AM - 06:00 PM

TUE 08:00 AM - 06:00 PM

WED 08:00 AM - 06:00 PM

THU 08:00 AM - 06:00 PM

FRI 08:00 AM - 06:00 PM

SAT 12:00 AM - 12:00 AM

[Send test email](#)

[Spam check this email](#)

[Delete this email](#)

Sans Serif medium **B** *I* U S ☰ ☷ ∞ </> ☯ ℒ

Ad ☎ 🌐 📄 📧

Need help with copywriting?  
[Meet Woodpecker Experts](#)



# Manages your daily to do's

### Manual Tasks

sent from: no email chosen  
*Requires attention*

SA TASK

STATS PROSPECTS TO CHECK **TASKS**

All time

Friday

- Make a phone call john.doe@company.c... JO
- Make a phone call jim.jones@yetanotherc... J

Today

- Update data kate@anothercompan... KA



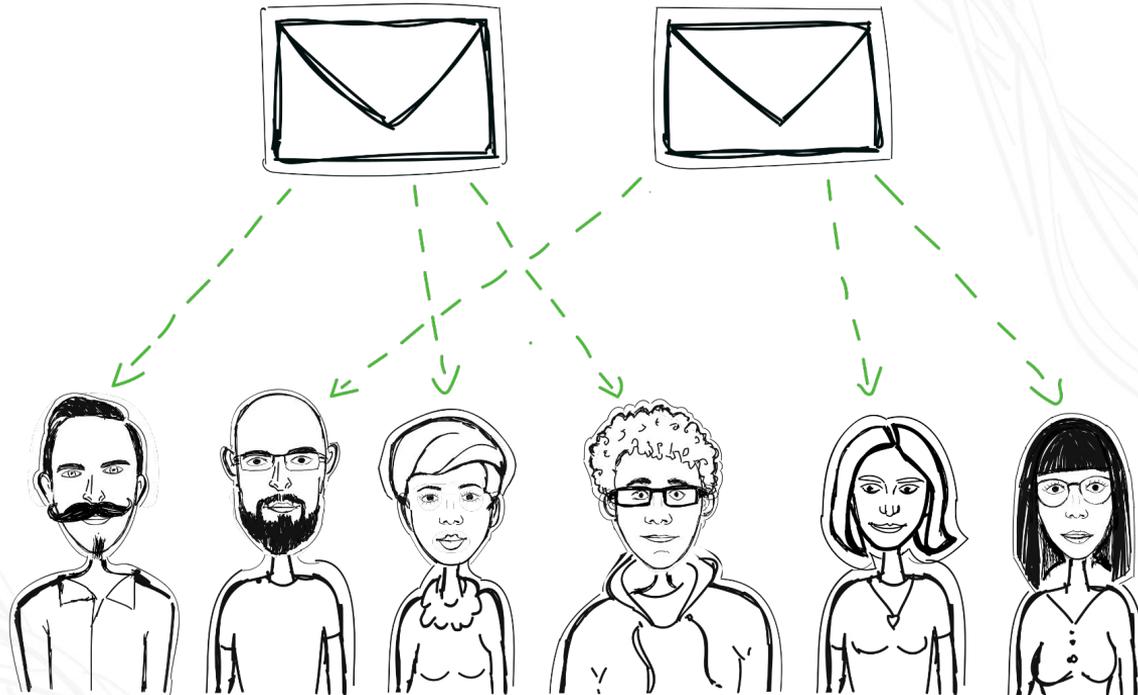
GET SLIDES

# Protects your deliverability



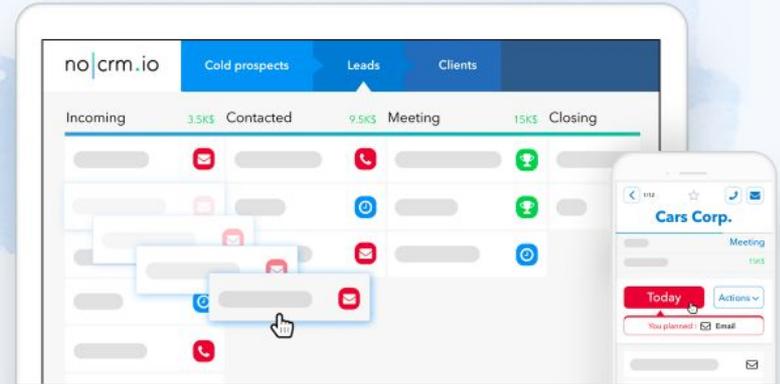
GET SLIDES

Designed for



GET SLIDES

# noCRM



- Lead management software: Focuses on the **sales process** from the creation of a prospect to when they become a client
- Launched in November 2013
- Available in **6 languages** (English, French, Spanish, Portuguese, Italian, German)
- Used by **+11,000** sales reps & managers in over **80 countries**

Designed for sales representatives, by sales representatives!

# Woodpecker + NoCRM Workflow

A complete flow from  
outbound-to-won!

## 01 Get contacts

- Define your ICP
- Pick the right lead source
- Target the right leads
- Automate lead flow

## 02 Get delivered

- Choosing the right tool
- Warming up domains
- Warming up email addresses

## 03 Get appointments

- Successful sales cadences
- LinkedIn strategies
- Mastering distraction
- Aircall

## 04 Get deals closed

- Connect NoCRM & Woodpecker
- Challenges of lead management
- Systemized sales process
- What the best sales people do

**Get the slides**



# 01 Get Contacts – Define your ICP & Personas

## Ideal Company Profile

Industry	Geography	Revenue	Employee Count	Key Challenges	Tech Stack
Why does this industry care about our solution?  Is this industry ready for a disruptive technology? Why? Why Now? Why us?	Why this Geography specifically?  What about this Geography is a better fit than alternatives?	Do companies at this size benefit from our solution?  Does the department I'm targeting have budget at this revenue? How much?	How long for companies at this size to pay you?  How big is the team I'm targeting at a company this size? Is it large enough?	What problems are target customers trying to solve?  How does my solution solve those problems? Why us, why now?	What does an ideal tech stack look like? Why?  Are modifications required to use your product? Why/why not?

## Buyer Persona VP Engineering

Title	Responsibilities	Challenges	Org Alignment	Motivations	Promotion Path
Does this person have authority to sign?  Do they have proof of purchasing software?	What are their core priorities?  What does success look like?	What needs to be solved right now?  Will they buy if you solve it?	Who do they report to?  Do they need approval from anyone else to buy?	What do they care most about in their role?  Do they seek innovation or stick to status-quo?	How are they measured?  Are they seeking ways to mobilize their career?

## User Persona Data Scientist

Title	Responsibilities	Challenges	Preferences	Motivations	Promotion Path
What about this persona is a good fit?  Do they use similar solutions already?	What are their core priorities?  What does success look like?	What needs to be solved right now?  Does your solution make their job easier?	What tools do they use today (favorites)?  Does your solution align with their preferences?	What do they care most about in their role?  Problem solver or task-oriented?	How are they measured?  Are they seeking ways to mobilize their career?



# 01 Get Contacts - Pick Lead Source

The screenshot shows a user interface for selecting lead sources. At the top, there are navigation tabs: Campaigns, Prospects, Deliverability, and Inbox. On the right, there is a user profile for Justin, PartnerPlaybook, with a dropdown arrow and a label 'AGENCY HQ'. A green dashed circle highlights a shopping bag icon and a notification bell icon.

Below the navigation, there is a search bar labeled 'search...'. The main content area is divided into sections: 'Slots', 'Add-ons', and 'Integrations'. Under 'Integrations', there is a sub-section for 'Popular integrations' with a list of categories: 'CRMs', 'Lead generation' (highlighted with a green dashed box), 'Multichannel', 'Productivity', 'Mailbox', 'Email verification', 'Plugins', 'API aggregators', 'Other', and 'API keys'. Below this list, there are five integration cards:

- hunter**: Native Lead generation
- UpLead**: Native Lead generation
- LeadFuze**: Native Lead generation
- nerdwise**: Native Lead generation
- Leadpresso**: Native Lead generation

A final card with a plus sign and the text 'Can't find what you're looking for? Let us know!' is also present.



# 01 Get Contacts - Target The Right Leads

### SEARCH CRITERIA

COMPANY CRITERIA

<b>INDUSTRY</b> Enter the industry (or industries) for your targeted lead Computer Software & Internet Technology	<b>LOCATION</b> City/State/Metro/Country/Continent/Region
<b>EMPLOYEE SIZE</b> Choose employee size range(s)	<b>MONTHLY ADWORDS BUDGET</b> Enter monthly adwords budget
<b>TECHNOLOGIES BEING USED</b> Choose technologies	<b>HIRING FOR</b> Input job titles to find those hiring
<b>NEWS</b> Select categories of news events	<b>YEAR FOUNDED</b> From None To None

### PEOPLE CRITERIA

<b>ROLE</b> Choose role Keyword: Channel Keyword: ISV Keyword: Partnership Manager Keyword: Partner Manager Keyword: Partnership Director	<b>LOCATION</b> City/State/Metro/Country/Continent/Region
<b>YEARS OF WORK EXPERIENCE</b> Choose experience range	<b>TIME IN LATEST ROLE</b> Choose experience range
<b>ESTIMATED SALARY</b> Choose estimated salaries	<b>SKILLS</b> Choose skills
<b>MAJOR</b> Select Majors	



# 01 Get Contacts – Automate Lead Flow

LEAD LISTS + ADD NEW LIST

LIST NAME	TOTAL LEADS	FUZEBOT STATUS	LEADS REMAINING
Partnership Professionals Justin Zimmerman	81 leads 56 new 09.28.2022 by	Running 25 each day	7,482 leads



## Woodpecker Settings

CAMPAIGN NAME

Search Campaigns and Workflows

Search List

- Meetup: PPB For Webinars 20220922 "Invite"
- 999 Catalyst 5K Registration "Get Postcard Address"
- 999 Hubspot State of Partnerships Survey



## 02 Get Delivered - The Right Tools



# 02 Get Delivered - The Right Settings

The screenshot shows an email inbox interface. At the top, there are tabs for 'Primary', 'Promotions', and 'Social'. The 'Promotions' tab is highlighted with a green dashed box. Below the tabs is a list of email items. The selected email is from 'Team SamCart' with the subject 'Going live in 30 minutes'. A hand-drawn black arrow points from the 'Promotions' tab to the subject line of this email. A pop-up window displays the email's header information, including 'from', 'reply-to', 'to', 'date', 'subject', 'mime-version', 'signed-by', 'unsubscribe', and 'security'. The 'subject' line in the pop-up is also highlighted with a green dashed box. Below the pop-up is a photo of a man with a surprised expression pointing at a blue circular icon with a white envelope symbol.

Primary Promotions Social

Atlassian 2:08 PM  
Reminder: free Atlassian event starts tomorrow  
Last chance for in-person registration Sept. 29, 2022 In-pers... ☆

NextDayFlyers 6:19 AM  
Fast Brochures to Keep Your Customers Informed  
Kickstart year-end promotions NOW with NextDayFlyers' sa... ☆

Brian Moran @ Creat. Sep 27  
whoa  
I was looking at the stats for this final CreatorU Live enrollme... ☆

Team SamCart Sep 27  
How Many Millions Has Sam Parr Made?  
This week, we'll be taking a look into Sam Parr's business... Y... ☆

Darren Haughian Sep 27  
Here's what's on offer for Salesmsg at DMFS New York  
Download your Media Kit for the Digital Marketing for Financi... ☆

Plivo Sep 27  
Learn how to monetize messaging from our webinar wit...  
Looking for ways to make the most out of messaging? Learn ... ☆

Justin McGill - Con. Sep 27  
NEW: Keyword Context + Custom Call-to-Action are No...  
While the AI will generally do a good job on it's own, Keywor... ☆

Rachel Hatton Sep 26  
A or B?  
With Webeo you can choose both Hi Justin, If you could cho... ☆

David Menjura Sep 26  
Agent Spotlight - Amber Johnson  
We Have a Global Pool of Active & Passive Job Seekers Signa... ☆

Going live in 30 minutes External Inbox x

Team SamCart hello@samcart.com via bf06.eu1.hubspotemail.net Wed, Mar 30, 1:27 PM ☆ ↶ ⋮

from: Team SamCart <hello@samcart.com>  
via bf06.eu1.hubspotemail.net  
reply-to: hello@samcart.com  
to: justin@salesmessage.com  
date: Mar 30, 2022, 1:27 PM  
subject: Going live in 30 minutes  
mime-version: bf06.eu1.hubspotemail.net  
signed-by: bf06.eu1.hubspotemail.net  
unsubscribe: [Unsubscribe from this sender](#)  
security: Standard encryption (TLS) [Learn more](#)  
Important according to Google magic.

SamCart content  
m EDT  
as they dive into a creator



## 02 Get Delivered - The Right Settings

re: partnerplaybooks External Zap Automations x

**Justin Zimmerman** <justin@partnerplaybooks.com> Wed, Sep 21, 2:39 PM (7 days ago)

to: [redacted] bcc: 22296817

Hey, I saw you signup on my playbook site to generate new leads, sales, and partners

**Amel Benmansour** to me

That would be great, thanks!

**Justin Zimmerman** <justin@partnerplaybooks.com> Wed, Sep 21, 4:47 PM (7 days ago)

Opens: 3 Save email as template

Hey Amel, just making sure you saw this. Here's a link to the meetup... it will show you the time in your timezone. Hope you can make it!

<https://calendly.com/partnerplaybooks/meetup?month=2022-09>

from: **Justin Zimmerman** <justin@partnerplaybooks.com>  
to: "amel.benmans@gmail.com" <amel.benmans@gmail.com>  
bcc: 22296817@bcc.hubspot.com  
date: Sep 21, 2022, 2:39 PM  
subject: re: partnerplaybooks  
mailed-by: partnerplaybooks.com



## 02 Get Delivered - The Right Settings

Domain Name	Updated
 <a href="#">myexampledomain.com</a>	Jun 29,
<p>Record Type: <input type="text" value="TXT Record"/></p> <p>Host Name: <input type="text" value="default._domainkey"/> .myexampledomain.com</p> <p>Text: <code>v=DKIM1; p=MIGfMA0GCSqGSIb3DQEBAQUAA4GNADCBiQKBgQC un+PG2rZvD9wjsGd+3RWLOz5UUXS0wtFFsMyyu2Mn9 pNIW+hxgoAhDuQtZTqSZRaxT6p+eoV08NuH2qsn+7 pXgrKYyJOxunT6Ak4jlua2Yq6wO7hmdt+jEHhA2zOIRW 14yx/rbg3/TWT9+GXtDPGMkXky4d5h1Zzc1EEGbjApl QIDAQAB</code></p> <p>Time to Live (TTL) <input type="text" value="5"/> <input type="text" value="Minutes"/></p> <p><input type="button" value="Add Record"/> <a href="#">Cancel</a></p>	



## 03 Get Appointments - Successful Sales Cadence

### Section 1 Day 1-2

#### The Density Days



Email:  
Step 1, Day 1



LinkedIn Request:  
Step 2, Day 1



Cold Call:  
Step 3, Day 2



Email:  
Step 4, Day 2

### Section 2 Day 5-8

#### Repeat Yourself



Call:  
Step 5, Day 5



Email:  
Step 6, Day 5



Email:  
Step 7, Day 8

### Section 3 Day 11-14

#### Gear Shift



Call:  
Step 8, Day 11



Video Email:  
Step 9, Day 11



Call:  
Step 10, Day 14



Email:  
Step 11, Day 14

### Section 4 Day 17-25

#### Let It Ride



Email:  
Step 12, Day 17



Email:  
Step 13, Day 20



Email:  
Step 14, Day 24



Disposition:  
Step 12, Day 25



# 03 Get Appointments - LinkedIn

The screenshot shows a task management interface for LinkedIn. At the top, there is a LinkedIn logo and a dropdown menu labeled "LINKEDIN". Below this, a task card is displayed. The task card has a dropdown menu set to "Send connection request". The task description reads: "Hey {{FIRST\_NAME}}, I just emailed you. Let me know what you think." followed by the URL "https://www.linkedin.com/in/justinzim/". To the right of the task card, there is a "Set up due date to: 0 days after task is created" option and a "Delete this task" button. A context menu is open over the "Send connection request" dropdown, showing options: "Visit profile", "Send connection request" (which is highlighted and has a checkmark), "Send InMail", and "Send direct message".





# 03 Get Appointments - Aircall

The screenshot displays the Aircall interface. At the top, there is a 'CALL' button with a phone icon. Below it is a text input field containing 'Make a call: {{PHONE}}'. The main content area is divided into two sections: 'Live' and 'Voicemail'. The 'Live' section contains a text message: '[Justin], this is Nick Cegelski with 30MPC. I know you didn't expect me to call you this afternoon. Mind if I take one minute to share why I called you specifically and then you can tell me whether or not it makes sense to speak?'. The 'Voicemail' section contains a text message: 'Voicemail: I'm about to send you a video message'. On the right side, a 'Keyboard' overlay is visible, showing a numeric keypad with letters associated with each number. The keyboard is titled 'Keyboard' and has a search bar with the text 'Contact name or number'. The keypad includes numbers 1-9, 0, \*, and #. The bottom of the keyboard shows 'CALL USING' with a dropdown menu set to 'Everett Direct +1 646-813-9290'. The overall interface is clean and modern, with a light green accent color.

CALL

Make a call: {{PHONE}}

**Live**

[Justin], this is Nick Cegelski with 30MPC. I know you didn't expect me to call you this afternoon. Mind if I take one minute to share why I called you specifically and then you can tell me whether or not it makes sense to speak?

**Voicemail**

Voicemail: I'm about to send you a video message

Keyboard

Contact name or number

1 2 3  
abc def

4 5 6  
ghi jkl mno

7 8 9  
pqrs tuv wxyz

\* 0 #

CALL USING Everett Direct +1 646-813-9290



# Connect WPK <> noCRM

The screenshot displays the Zapier interface for configuring a Zap. At the top, the header shows "Untitled Zap" (draft saved just now) and the Zapier logo. On the right, there are toggle switches for "Off" and "Fix to Publish".

The main configuration area is divided into two sections:

- Trigger:** "1. Prospect Interested in Woodpecker.co" (with a green checkmark).
- Action:** "2. Create Lead in noCRM.io" (with a green checkmark).

The "Set up action" section is expanded, showing the following fields:

- Title (required):** "1. Company: Woodpecker"
- First name:** "1. First name: Sandra" (Field First name in lead's description)
- Last name:** "1. Last name: Kurpierz" (Field Last name in lead's description)
- Email:** "1. Email address: hello@woodpecker.co" (Field Email in lead's description)

On the right side, a sidebar menu includes: Status (with a notification badge), Outline, Settings, Versions, History, Details, and Guide.

At the bottom left, the text "ver. 528eeed1" is visible.

# The main challenges of lead management

- Disorganized/lack of sales process
- Inconsistent follow-ups:
  - 80% of sales require 5 follow-ups after a meeting
  - 44% of sales reps give up after 1 follow-up
- Polluted pipeline (solved with Woodpecker)
- Too much admin work

# What's the solution?

## Building a standardized sales process!

- 48% of under-performing organizations have non-existent or informal sales processes. — *Harvard Business Review Research*
- Businesses with a standardized sales process see up to a 28% increase in revenue as compared to those that do not. — *Harvard Business Review Study*

# Let's talk sales process

## ✔ What is a sales process?

- Track, prioritize, engage, manage, and follow-up on leads from start to close
- Guide for achieving sales goals and replicating success by sales reps
- Roadmap of milestones as steps consisting of several sales activities
- Key to valuable insights

## ⊘ What it's not

- Data input
- Data management

# What are the advantages?

- Removes ambiguity around what the next step is and what the status of a lead is
- Simplifies onboarding new sales reps
- Identifies challenges & bottlenecks
- Easy to tweak and scale

# The 4 elements of a standardized sales process

# 1. Align pipeline with sales map

- What does your sales journey look like?
- What are the key milestones that indicate significant lead progression and marginal commitments?

# Easily replicate your sales process inside noCRM.io

The screenshot displays the noCRM.io interface with a sales pipeline. The top navigation bar includes tabs for 'Cold prospects', 'Leads', and 'Clients', along with a search bar and a '+ New lead' button. The main area shows a pipeline with five stages: 'Qualified' (20 Leads, \$15,100.00), 'Meeting scheduled' (6 Leads, \$10,000.00), 'Quote sent' (4 Leads, \$54,200.00), 'Negotiation' (4 Leads, \$14,200.00), and 'Closing' (2 Leads, \$4,200.00). Each stage contains lead cards with details such as lead name, date, time, and status. For example, in the 'Qualified' stage, there are leads for 'Qudini - Retail Choreograp...' and 'youdontneedacrm'. In the 'Closing' stage, there are leads for 'adflex communications, in...' and 'Nicolas Dessert'. The interface also includes filters, an 'Export' button, and a 'Next action' dropdown.

The screenshot displays the noCRM.io interface with a sales pipeline. The top navigation bar includes tabs for 'Cold prospects', 'Leads', and 'Clients', along with a search bar and a '+ New lead' button. The main area shows a pipeline with five stages: 'Appointment Scheduled' (1 Lead, \$15,000.00), 'Qualified' (1 Lead, \$20,000.00), 'Demo' (1 Lead, \$7,500.00), 'Trial' (1 Lead, \$5,000.00), and 'Negotiation' (1 Lead, \$2,000.00). Each stage contains lead cards with details such as lead name, date, time, and status. For example, in the 'Appointment Scheduled' stage, there is a lead for 'Del Coffee'. In the 'Qualified' stage, there is a lead for 'Dunder Mifflin'. In the 'Demo' stage, there is a lead for 'Dwight Schrute's Gym For Mus...'. In the 'Trial' stage, there is a lead for 'Vance Refrigeration'. In the 'Negotiation' stage, there is a lead for 'Michael Scott Paper Company'. The interface also includes filters, an 'Export' button, and a 'Next action' dropdown.

## 2. Structure your Discovery

- Have a ready-to-use standardized script
- Send out follow-up template **within minutes** of wrapping up a successful discovery

# Sales Script Generator - by noCRM.io

Sales script generator

Prospect Qualification 2023

[Download PDF version](#)

[Copy answers](#)

[Reset](#)

## Decision maker

- Position What is your position?
- Role in the project? Are you yourself involved in the project?
- Decision maker Yes / No. If not, who is?
- Pain points How to ask a question?

## Timing / Budget

- Timing estimation Planning to start using the new software with your team? Are you committed to choosing a new software or just exploring the options?
- Test with others competitors Yes / No - Who?
- Budget
- Decision Maker / Process Who will take the final decision and how? Do you have to discuss with someone else? Demo for team? Discussion with Sales Director?

## Pros

- Meets budget requirements
- Good relationship
- Easy to use

## Cons

- Too expensive
- Lack of friendliness
- Too complex

## Don't forget to define your next action

What's the next step with this lead? Plan it now and add it to your calendar.

00:00



## Notes

Start with a blank page

Cold Calling Real Estate Script

**B2B Cold Calling Sales Script**

✓ Digital Marketing Cold Call Script

Insurance Sales Script

their cold calling

Pick a template to start with

Create your free sales script

# 3. Build tokenized follow-up templates

- **Don't** automate follow-ups on active leads. This removes the ability to personalize your follow-ups and drastically reduces favorable outcomes.
- **Instead, save time and speed up the process** by preparing **pre-written, tokenized** templates that are automatically personalized with the name of the person and company while still giving you the opportunity to add relevant deal content.

# Follow-up template 1

Hi `Hi ${lead_f_First name},`

After our last call, my team and I got really excited about getting the ball rolling for you. Here are some of the **[SOLUTIONS/IDEAS/QUICK WINS]** we came up with that `Hi ${lead_f_Company name}` could use:

- **[TIP 1]**
- **[TIP 2]**
- **[TIP 3]**

We could explode many more possibilities— I'd love to chat with you further about how similar companies have worked with us to get some direction.

Could we schedule something for this week?

Thanks,  
`Hi ${firstname}`

## Attachments

Add attachments

Browse

**First name:** Michael  
**Last name:** Scott  
**Email:** michael@dundermifflin.com  
**Phone:** 0698765476  
**Company name:** Dunder Mifflin

[Comment](#) [New email](#)

To: michael@dundermifflin.com ✕

Cc: Bcc

Some solutions/ideas/quick wins for you

Hi Michael,

After our last call, my team and I got really excited about getting the ball rolling for you. Here are some of the **[SOLUTIONS/IDEAS/QUICK WINS]** we came up with that **Dunder** Mifflin could use:

- **[TIP 1]**
- **[TIP 2]**
- **[TIP 3]**

We could explode many more possibilities— I'd love to chat with you further about how similar companies have worked with us to get some direction.

Could we schedule something for this week?

Thanks,  
Mariana

[Templates](#) [Attachments](#) [aA](#)

[Send](#) [✉](#)

## Follow-up template 2

Hi \${lead\_f\_First name},

Thanks for your time earlier and for digging into what \${lead\_f\_Company name}'s challenges are. You're currently looking to [**NEED**] to [**DESIRED IMPACT**]. Our [**PRODUCT/SOLUTION**] is designed to address [**NEED**]. I've attached [**USE CASES, PRODUCT PRESENTATION, WHITEPAPER, ...**] for you to review and evaluate.

Happy to jump on a call to talk about next steps to achieving the results you're looking for in the provided timeframe.

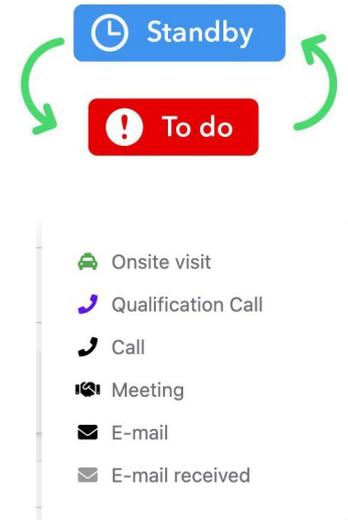
You can book a date and time that best suit you in this calendar: [\\${user\\_calendly\\_link}](#)

Best,  
\${lead\_f\_First name}

## 4. Create next-action activities for every lead

Set up a next action after every engagement you have with an active lead. You can only control your sales activities, not the outcome.

- **Don't** lose momentum
- **Stop** leads from slipping through the cracks



# Log your outcomes, figure out your sales cadence, and improve your process

rm.io Cold

★ Dwight Schrute's Gym For Muscles

⚠ 2h50 late < Meeting scheduled > \$7,500.00 40%

Choose a status:

To do  Standby  Won  Lost  Cancelled

Never forget about a lead! Standby means Reminder.

24/03/2023 10:00 30'

What you plan to do (optional)

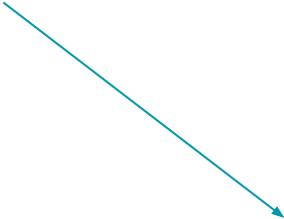
Approve quote prior to sending proposal

Proposal

What you have done (optional)

Done

Save



								Total	Created	Managed	Won	Amount
Rana Costanza	1	-	1	-	1	-	3	6	3	3	2	\$65,000
Inès Khatib	-	-	1	-	-	-	-	1	2	1	1	\$5,000
Andrea Micolta	2	-	3	4	-	3	2	14	8	7	6	\$70,969
Santiago Sanchez Woodworth	-	-	-	3	-	2	3	8	6	3	5	\$25,000
Mariana Solleiro	3	-	13	5	-	3	15	39	24	25	6	\$15,000
<b>Total</b>	6	-	18	12	1	8	23	68	43	36	20	\$180,969

ActiveDEMAND

Lead

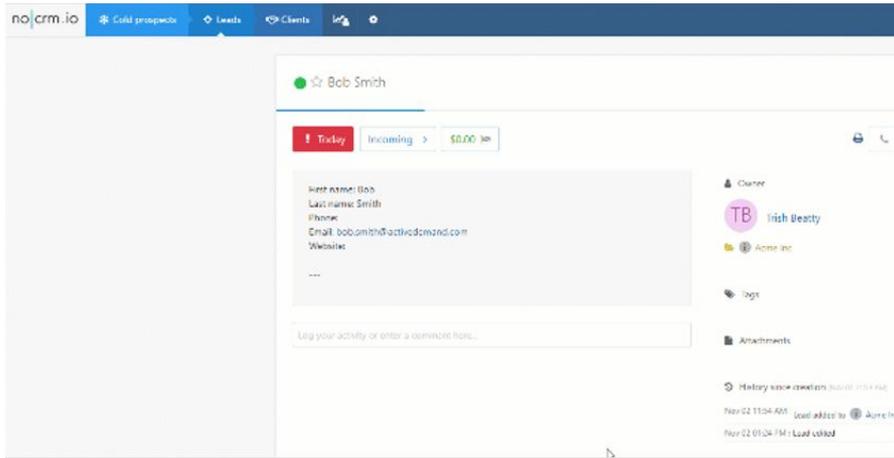
no|crm.io

Prospect

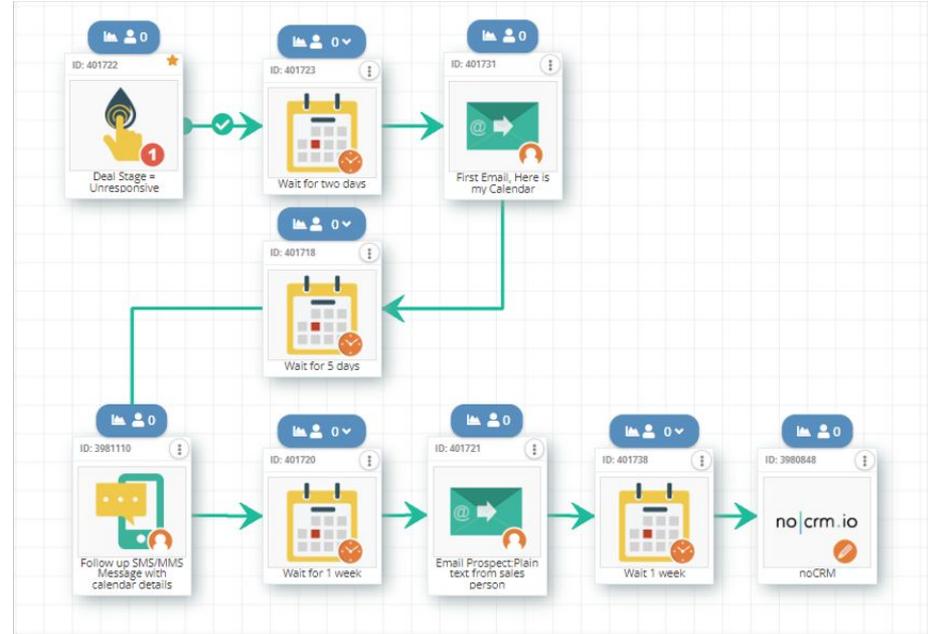


Woodpecker

ActiveDEMAND



- Monitor Prospect activity from noCRM.io
- Directly follow-up with new Leads
- Quickly add prospect to Nurture campaigns



- Customizable Nurture campaigns
- Email, SMS/MMS follow-up automation
- Update noCRM.io with campaign engagement

**Next webinar**

# The Woodpecker LinkedIn Automation Workshop

 LinkedIn



Woodpecker



**DUX-SOUP**

**May 25, 2023**

**12pm Eastern | 5pm CET**

# What to do next?



# New feature

The screenshot shows a web application interface with a navigation bar at the top containing 'Campaigns', 'Prospects', 'Deliverability', 'Inbox', and 'Templates'. The 'Templates' tab is active. On the right side of the navigation bar, there is a user profile for 'Justin PartnerPlaybook...' and a dropdown menu labeled 'AGENCY HQ'. A notification bubble is displayed, titled 'Email templates' with a 'NEW' badge, containing the text: 'Build your campaigns faster with email templates. Create and modify them - all in one place. [Check it out.](#)' and a timestamp of '4:00 AM'. The main content area features a large illustration of an envelope with an '@' symbol, followed by the heading 'Create an email template'. Below the heading is a paragraph: 'Managing your campaign funnel just got faster. Add your winning email templates so you can easily reuse them. Create and modify them in one place, or add them straight from the campaign editor.' At the bottom of this section is a blue button labeled 'CREATE EMAIL TEMPLATE'.



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# Meet Woodpecker Sale Success Team



**Sandra Kurpierz**

Head of Inbound Sales



**Yura Veremchuk**

Head of Business Growth



**Lili Maligranda**

Customer Success Manager, Sr.