

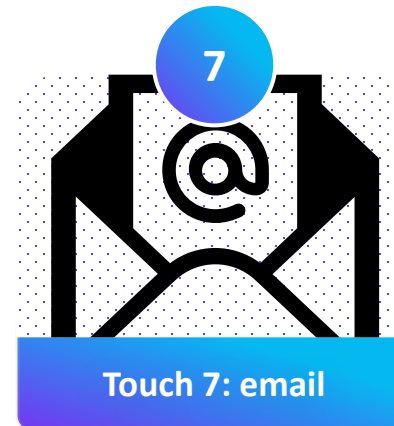
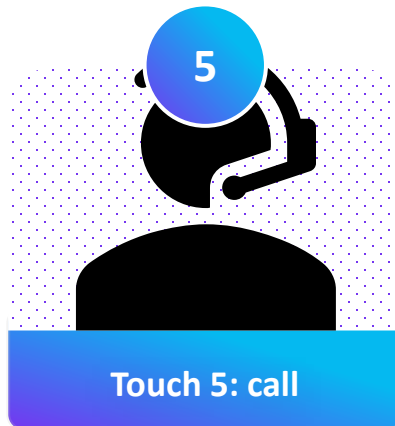
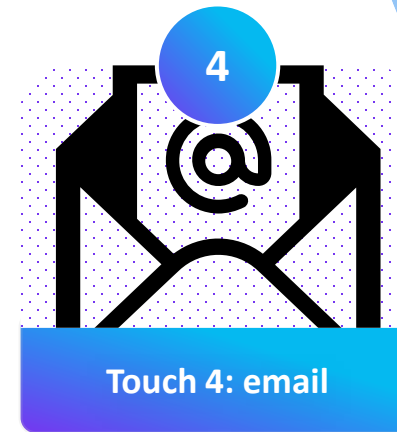
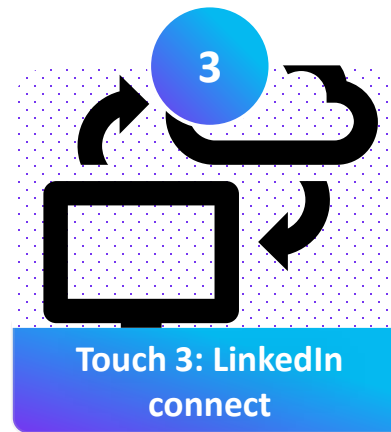
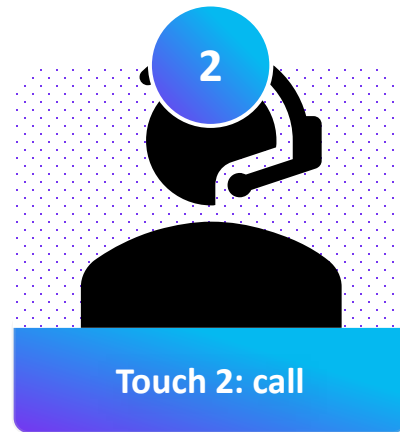
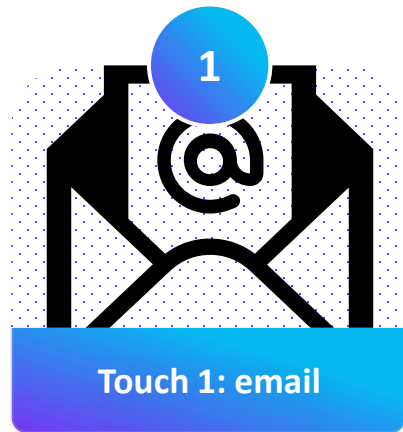
Quadient AP high intent SDR cadence: Your 8-touch success sequence



© 2025 QUADIENT. All rights reserved.

Scoping questions

Discovery questions



Touch 1: Short intro email framing common challenges



Paste best practice: Paste>Paste Special>Unformatted Text

Subject line: Accounting is at a tipping point

Hi, NAME:

83% of today's senior leaders admit to an accounting talent shortage, up from an already abysmal 70% in 2022. Which means your existing employees are experiencing increased burnout and decreased job satisfaction as they shoulder more responsibility and longer hours. At a time when they have plenty of other options...

If you can't bring your A-game with tools that will hasten, streamline, and optimize your accounts payable workload, you'll be left with unfilled positions and unpaid bills. But there's so much standing in the way, including:

- Legacy processes, physical checks, and manual approvals keeping your team members in the office
- Siloed data and continued reliance on spreadsheets jeopardizing your ability to deliver accurate reporting to the C-suite
- Difficulty in addressing supplier desire for electronic payment options

When can you chat for 30 minutes **this week** to discuss end-to-end operational efficiencies that can help you win the ever-competitive AP talent war?



Touch 2: Call script highlighting 3 key pain points



Hi, **NAME**.

© 2025 QUADIENT. All rights reserved.

I am wondering if you are seeing the same things I am. I'm talking about the battle for accounting talent. And, recruitment and retention at urgent levels. I'm talking about the need to differentiate your organization, work environment, and financial automation tools if you have any chance of winning.

Finance employees are demanding “more” and “better”. *Now*. And if they don't get it from you, they can walk right into a job where they can and will. But, increasing and improving your accounts payable automation is not as easy as it should be.

If your AP simplicity is the IT's department's headache, they are going to say no to any new software package you propose. No matter how much time and effort it can save *you*.

And beyond wanting experience and flexibility on par with other departments, heightened accounting user expectations are directly related to the bar that B2C apps have set for all UX. Which means a delicate balance between ease of use and core capabilities.

Or maybe you already implemented an SMB AP automation solution 3 to 5 years ago and are realizing that it simply does *not* include the robust features that your growth-oriented *business requires today*.

When can you chat for 30 minutes this week to discuss how accounts payable simplicity, flexibility, and scalability is helping teams like yours to recruit, hire, and retain the best AP talent?

Scoping questions

Discovery questions

Reminder if you get someone live:

Diagnose before you prescribe—with scoping and discovery questions.





Touch 3:

Non-pitchy LinkedIn connect note,
highlighting a generic industry trend

Hi, **NAME**:

I hope you are well.

I am reaching out for 2 reasons:

1. We have a lot of people in common, including **NAME** and **NAME**. It seems like we should know each other!
2. I want to make sure you have what you need to win the ever-competitive AP talent war. With 83% of today's senior leaders admitting to an accounting employee shortage, your existing staff are at increased risk for burnout and decreased job satisfaction—at a time when they have plenty of other options.

Please accept this invitation and consider us if you want to get a leg up on AP recruitment and retention by optimizing your workload.





Touch 4: Short success snapshot sharing before and after with a link to the landing page

Paste best practice: Paste>Paste Special>Unformatted Text

Subject line: Give your vendors what they want!

Hi, NAME:

Alberta, CN-based Magnum York Properties struggled to manage 750 properties across 14 cities—plus all their related AP activities:

- Workflows were disjointed because data was stored on paper and in spreadsheets.
- Three managers were approving *over 300 physical invoices per month*—resulting in 45+-day payment delays.
- Invoices were often lost on people’s desks and sometimes paid twice as a result.

But after implementing Quadient Accounts Payable, York was able to address its number 1 goal of paying vendors on time. That’s helped them forge more productive supplier relationships. Moreover, Magnum York put an end to angry calls and emails with a reconfigured and fully automated approval process. Says Yorks president: “The biggest benefit goes back to vendor management. When they ask us about an invoice, we can instantly find it in the system and track the timeline.”

Check out our microsite for information on how you can keep all your stakeholders happy with Quadient AP automation.

URL



Touch 5: Light touch follow up call referencing previous emails and calls



Hi, NAME.

I've reached out a few times about the need to differentiate your organization, work environment, and financial tools in the battle for accounting talent. Because increasing and improving your accounts payable automation is not as easy as it should be—or *you need it to be*.

So, what if you could standardize on a single solution for the entire AP and expense lifecycle while also easily integrating with your system of record?

What if your software could satisfy all your user and business needs without compromising UX for functionality or vice versa?

And, what if you could implement a solution now and avoid rip and replace later—as your business expands and evolves?

When can you chat for 30 minutes this week to discuss how AP simplicity, flexibility, and scalability is helping teams like yours to recruit, hire, and retain the best accounting resources?

Reminder if you get someone live:

Diagnose before you prescribe—with scoping and discovery questions.

Scoping questions

Discovery questions

© 2025 QUADIENT. All rights reserved.





Touch 6:

Informal LinkedIn message with link to the dedicated landing page

Hi, **NAME**:

Thanks for connecting with me!

Check out this cool microsite. It has a ton of insight on how you can keep everybody happy with AP automation. That's your accounting team, your suppliers, and your executives.

WIN-WIN-WIN!

URL



Touch 7: email with high personalization via ERP mention



Paste best practice: Paste>Paste Special>Unformatted Text

Subject line: Standardize and simplify with Quadient Accounts Payable

Hi, NAME:

What if you could standardize on a single solution for the entire AP and expense lifecycle while also easily integrating with your system of record? Quadient Accounts Payable offers a complete purchase-to-pay solution—plus managed connectors to the top cloud-based accounting and ERP systems, so you can:

- ✓ Create native POs or import them from your system of record
- ✓ Eliminate errors and duplicate payments via immediate 2-way sync and instant batch payments
- ✓ Securely upload and store unlimited documents and receipts
- ✓ Get up and running in as little as 4 hours, including implementation, workflow setup, and team training

Specifically designed and built to operate within a cloud environment, Quadient AP seamlessly integrates with target's ERP system, so you get end-to-end financial integration in less than an hour.

Check out our microsite for more info.

URL



Touch 8: email featuring the IDC report



Paste best practice: Paste>Paste Special>Unformatted Text

Subject line: Quadient AP supports your growth, but don't take our word for it

Hi, NAME:

Great news: You should “consider Quadient AP if you are looking for a solution capable of easily supporting multiple entities within one instance and facilitating scalability during periods of growth.”

Better news: We're not the ones who said so. (It was IDC in their *Worldwide Accounts Payable Automation Software for Small Businesses 2024 Vendor Assessment*.)

Get your complimentary excerpt for insight on how to ensure smooth cash flow and healthy supplier relationships via “the right software solution, which can revolutionize AP management by enhancing efficiency, accuracy, and financial oversight.”

The excerpt includes:

- A discussion of IDC's rigorous vendor criteria
- Extensive advice for technology buyers
- Qualitative and quantitative scoring
- A single graphical illustration of each vendor's position within the market
- A vendor summary profile of Quadient AP, named a 2024 Major Player

Download the report today at: URL

© 2025 QUADIENT. All rights reserved.



Scoping questions



- What is your company size in terms of employees? How about revenue?
- How many active vendors do you have?
- How many invoices do you process per month? Per week?
- What AP automation functionality do you have beyond what you get in your system of record?
- Of ACH, EFT, check, and virtual cards, which payment options do you currently offer your vendors?
- What currencies can you support for payment today?
- How many individual entities are you supporting? How do you believe that number will change over the next 12 months?
- How much time within a normal work week do you estimate that your team spends on scanning, emailing, printing, and filing invoices? How about on manual data entry? On fielding payment and invoice status inquiries from suppliers?
- How much time do they spend chasing down invoice approvals? What methods do they currently use to do that?
- How much of a delay do you see in finalizing your monthly accruals due to accounts payable issues?
- What is your overall level of confidence in your team's invoice coding accuracy?
- What percent of your invoices are paid on time?



Discovery questions



- How would you and the C-suite benefit from an up-to-the-minute and comprehensive view of AP across your multiple entities?
- How would your exec engagement and confidence improve with centralized visibility of your AP in real-time? How much would your cash flow planning and financial reporting improve?
- What sort of operational benefits could you foresee from full visibility of your invoice approvals and pending payables?
- What if you could easily store and find any invoice?
- How would your business benefit from a single purchase-to-pay solution—from PO requisition to electronic payments?
- What if you could standardize on a single solution for the entire AP and expense lifecycle while also easily integrating with your system of record?
- What if your accounts payable software could satisfy all your user and business needs without compromising UX for functionality or vice versa?
- What if you could implement an AP solution now and avoid rip and replace later—as your business expands and evolves?
- How much could you reduce errors and duplicate payments via immediate two-way sync and instant batch payments?
- How much time do you think you could save with secure mobile access for both finance and expense users? How about automatic approval and reconciliation with 2- and 3-way matching that quickly verifies your purchase order, delivery receipt, and bill?
- What if you had limitless options for building and customizing workflows, such as importing lists from your ERP for approval routing and routing based on amounts, to create user workflows that reflect how you and your team actually conduct business?
- How could you improve team productivity with a modern and intuitive GUI that offers standardized commands and flows across all modules?
- What if you had a way to quickly enter invoice line items, such as descriptions and unit costs for a specific vendor, without any manual intervention whatsoever?
- What if you could automatically extract all header details, line-item details, and currency amounts from an invoice and get it into your financial system?
- How would your business benefit from the ability to add users, stored documents, receipts, and approvers whenever and wherever you need them—and without jumping through any administrative hoops?

