Pros and Cons
of automating the process

Pros

Increased Revenue potentials

Efficiency & Time Savings

Personalization Capability

Integration with CRM Systems

Data Analysis & Insights

Enhanced Sales Cadence

Cons

Risk of Over-Automation

Potential for Spammy Outreach

Limited Response Handling

Dependency on Data Accuracy

Make content engaging – Use the personalisation tools (first name, company name, function, industry etc)