

Webinar

3 Proven Sales Plays to Book Meetings in Q4

Today's agenda

1. Housekeeping

2. Meet the host Zoe Hartsfield

3. Meeting Strategies

4. Top 3 Sequences to Book Meetings that Stick

5. Q&A



The End-to-End Sales Engine

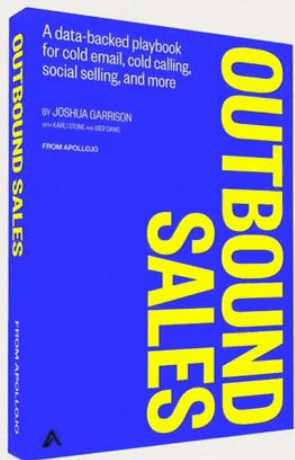
Trusted by 3M users across 500,000 companies

AUTODESK stripe DocuSign RIPPLING

The screenshot displays the Apollo.io interface with a sidebar on the left containing navigation options: Home, Prospect & enrich, Search, Data enrichment, Engage (Sequences, Emails, Calls), Win & close (Meetings, Conversations, Deals), Tools & workflows (Tasks, Plays, Analytics), and Tasks. The main content area shows a contact profile for Alissa Jones, VP of Sales @Dropbox, with a location in San Francisco, California, and an 'Excellent' rating. A blue 'Add to sequence' button is visible. Below the profile, a sequence of outreach steps is shown: Day 1 (Automatic Email), Day 3 (Phone Call), and Day 5 (Connect). An AI email assistant message is displayed at the bottom, starting with 'Hi Alissa, Glad to connect. Looks like you're growing the account management team quite a bit right now. Let's find some time to talk about your goals and how our platform scales, sharing a few times below...'. On the right side, a list of companies is visible, including Dropbox, Google, Spotify, and Hubspot, each with a brief description and employee count.



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How can we help?

🔍 Search and press enter...

Popular Topics: [Apollo Chrome Extension Overview](#) [Link Your Mailbox](#) [Sending Limits Overview](#)
[Sequences Overview](#) [Avoid Spam Filters](#) [Get to Know the Apollo KB](#)

- 🌟 Getting Started
- 🏠 Home
- 🔍 Search & Prospecting
- ▶ Engage
- 🗨 Conversations
- ⚡ Plays
- 🔄 Enrich
- 💰 Deals
- 🔗 Integrations
- ⚙ Settings & Billing

Getting Started

Learn how to set-up your Apollo.io account and configure the basic settings required to use the platform.

The Basics

Email Setup

Email Deliverability & Domain Reputation

- Improve Your Email Deliverability
- Avoid Spam Filters
- Set Up Sender Policy Framework (SPF) Records to Authorize Your Emails
- Set Up Domain Keys Identified Mail (DKIM) to Authenticate Your Email
- Set Up Domain-based Message Authentication Reporting and Conformance (DMARC) to Authenticate Your Emails

Visit **knowledge.apollo.io** for
TONS of helpful docs!



 Apollo.io

Join the Apollo Community in Slack!



Scan to join the Community, or join through
apollo.io/community!



Your host



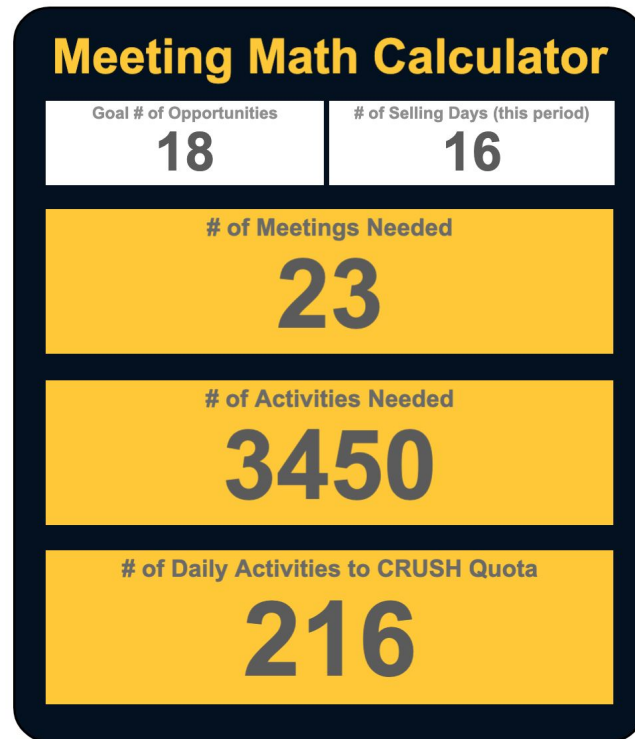
Zoe Hartsfield

Sales Expert in Residence
at Apollo.io
(and recovering BDR)

The first step to hitting your number

You know what your
quota is ...

But how are you going to
get there?



Increase your chances of hitting your goal

Add 20% to opportunity goal

Improve meeting
booked rate

Lean on your best activities

Improve meeting hold rate



Meeting Strategies for Q4

(and beyond)

It's a busy time of year...

Front-load as much as possible



Why would a prospect
show up?

VALUE.



What's in it for me?



More treats???

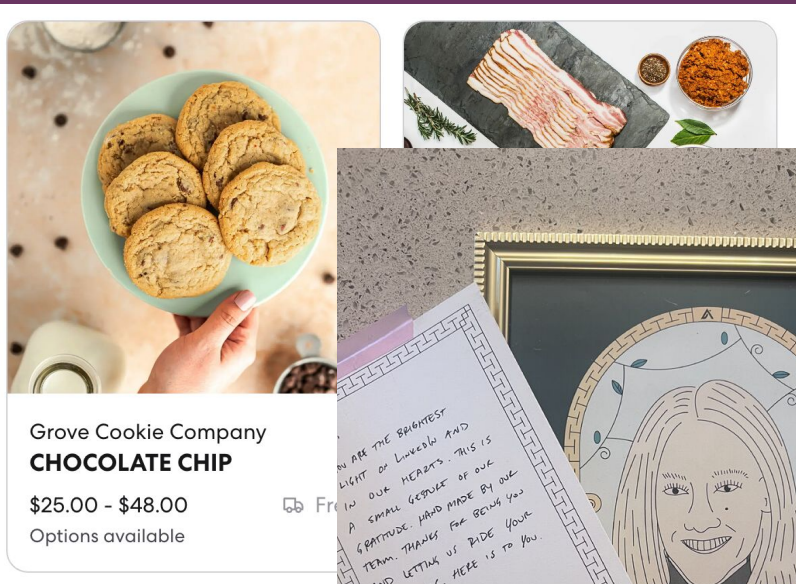
Gifts

Examples:

Treats, plants, gift cards, coffee / tea, books, socks, airpods

Services:

Postal, Reachdesk, Zest, Sendoso, Goody



Grove Cookie Company
CHOCOLATE CHIP
\$25.00 - \$48.00
Options available

YOU ARE THE BRIGHTEST
LIGHT OF LIVES AND
IN OUR HEARTS. THIS IS
A SMALL GESTURE OF OUR
GRATITUDE. HAND MADE BY OUR
TEAM. THANKS FOR BELIEVING
AND LETTING US BE YOUR
GOAT-TAILS. HERE IS TO YOU.
- Apollo.io

JEN ALLEN-KNUTH
GOD OF SALES METHODOLOGY

Extend the value of your product

- Consultant → free audit
- Tool → free strategy session
- At Apollo → Enrich a list for free as a data test



\$0
gift

Apollo Tip

Meeting Naming

3 Sales Plays for the holidays

1. Gifting conversation starter

2. Referral Sequence

3. Meeting Show Rate Optimizer

Sales Play #1

Gifting Conversation Starter



Gifting is a strategy (to use wisely)

- to get someone's attention to book a meeting
- as an incentive to show up to the meeting



How do you get their address?

- Use gifting platform
(e.g., Sendoso, Postal)
- Go through assistant or office
- Ask!

Tie your messaging to the gift

example: custom Golf Balls with company logo

Hi {{first_name}},

Saw you recently hired some SDRs. Bigger teams usually mean bigger targets, **so how are you making sure you're forecasting is closest to the pin every month?**

Gift Tie-in

Pitch

Soft CTA

Teams that use Apollo as a unified engagement platform forecast more accurately and diagnose funnel leaks faster with rep + team-level analytics.

Is an SEP on your radar?

Relevant observation / problem



Play #1 - Gifting Conversation Starter

DAY 1

LinkedIn Connect Request

Email

DAY 2

Phone call with VM
gift mention

DAY 3

LinkedIn DM
"Thanks for connecting"

DAY 4

Email
gift mention

DAY 7

Call / Reverse VM

Email

DAY 8

Manual task
if prospect has engaged + you have info send gift

DAY 10

LinkedIn DM
Gift mention

DAY 14

Email

**If they accept the gift - throw them in a 3-touch follow up (Email + Call + Email)



Reverse Voicemail

point to next step instead of leaving a long message

example

“Hey {{name}}, it’s Zoe from Apollo. Had a quick question for you but no need to call me back, I’ll shoot you a text/dm right now. See you in your inbox!”

Let's see it in Apollo

Manual task

Be thoughtful

- Your gift doesn't have to be expensive.
- No budget? Do the value work BEFORE.
The meeting is your gift.



Sales Play #2

Referral sequence

Play #2 - Referral sequence

DAY 1

Text, DM, or Call

DAY 2

Manual Email
(cc: relationship manager)

DAY 5

Automated Email
Bump

DAY 1

Manual Email

Hey {{name}}, holidays around the corner and first I just wanted to say I am super grateful for you. Y'all have been incredible customers of Apollo and it's been cool to see your team scale this past year.

Quick favor. Any chance you know other {{Title}}s in your network who could benefit from {core result this customer has seen}? Just trying to spread the holiday cheer over here 😊

DAY 2

Manual Email

You've been such a beloved customer of XYZ. So awesome seeing your growth in {{specific area you help with}}. Seems like you're getting a lot of value out of {{feature / value prop}} - can you think one or two peers in your network that you'd like to gift the benefit of {{same value prop}}?

If anyone comes to mind, and you're up for making a direct intro I'd be happy to help with the email copy.

{{Sender_Name}}

DAY 5

Automated Email

Details in the last email but if you're up for it, I have a nifty gift for you as a "thanks a million"

[Pointing GIF].

Let me know!

Tip:
**Bump up your
message with a gif**



Janet Choi

to me ▾

Details in the last email but if you're up for it, I have a nifty gift for you as a "thanks a million".



Let me know!



They say ‘yes’!

1. Draft email copy to forward to prospect
2. Send a “Thank You” gift for the referral!



Let's see it in Apollo

Referral sequence

Sales Play #3

Meeting Keeper Flow



The power of optimizing your hold rate...

Hold rate = 60%

50
meetings

Hold rate = 90%

33
meetings

Use video to establish a connection



If 3+ days between booking & meeting - keep top of mind with 3 touches

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	Nov 1	2
			Meeting booked			
		Email				
3	4	5	6	7	8	9
	Email			Email	Meeting	
10	11	12	13	14	15	16

2 touches if ≤ 3 days between booking & meeting

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	Nov 1	2
3	4	5	6	7	8	9
		Meeting booked		Email	Meeting	
10	11	12	13	14	15	16

Play #3 - Meeting Show Rate Optimizer

EMAIL 1

Video
Recap discovery / Ask for more info
Invite decision-makers

EMAIL 2

Skip if meeting is < 3 days away.
Or you're full-cycle/solo rep.

Drum up excitement for session
If AE (intro video)

EMAIL 3

(Day before / x hours before)

Reminder (and gift)

Let's see it in Apollo

(Meeting Flow Automation)

🌟 Today you learned how to:

- Find how many activities you need to hit your goal
- Incentivize and excite people to book meetings
- Get people to show up and convert

Want to speak to Apollo's Sales Team?

(about a Professional or Custom Plan)

Request a Demo



Q&A

Want more training?
Check out Apollo Academy

Thank you

We'd love to hear your feedback!

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