

How to Book Your First Meetings with Apollo

Today's agenda

1. Housekeeping (Do these things first)

2. Meet the host James A. O'Sullivan

3. Selling in 2024

4. What the data says

5. Build it in Apollo

6. Q&A



The End-to-End Sales Engine

Trusted by 1M users across 17,000 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), and Tools & workflows (Tasks, Plays, Analytics). The main content area shows a contact card for Alissa Jones, VP of Sales @Dropbox, with a rating of 'Excellent' and an 'Add to sequence' button. Below the contact card is a sequence of outreach steps: Day 1 (Automatic Email), Day 3 (Phone Call), and Day 5 (Connect). An AI email assistant message is shown at the bottom, reading: '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 their employee count.



Your host



James A. O'Sullivan
Apollo Academy Professor
(and recovering sales leader)

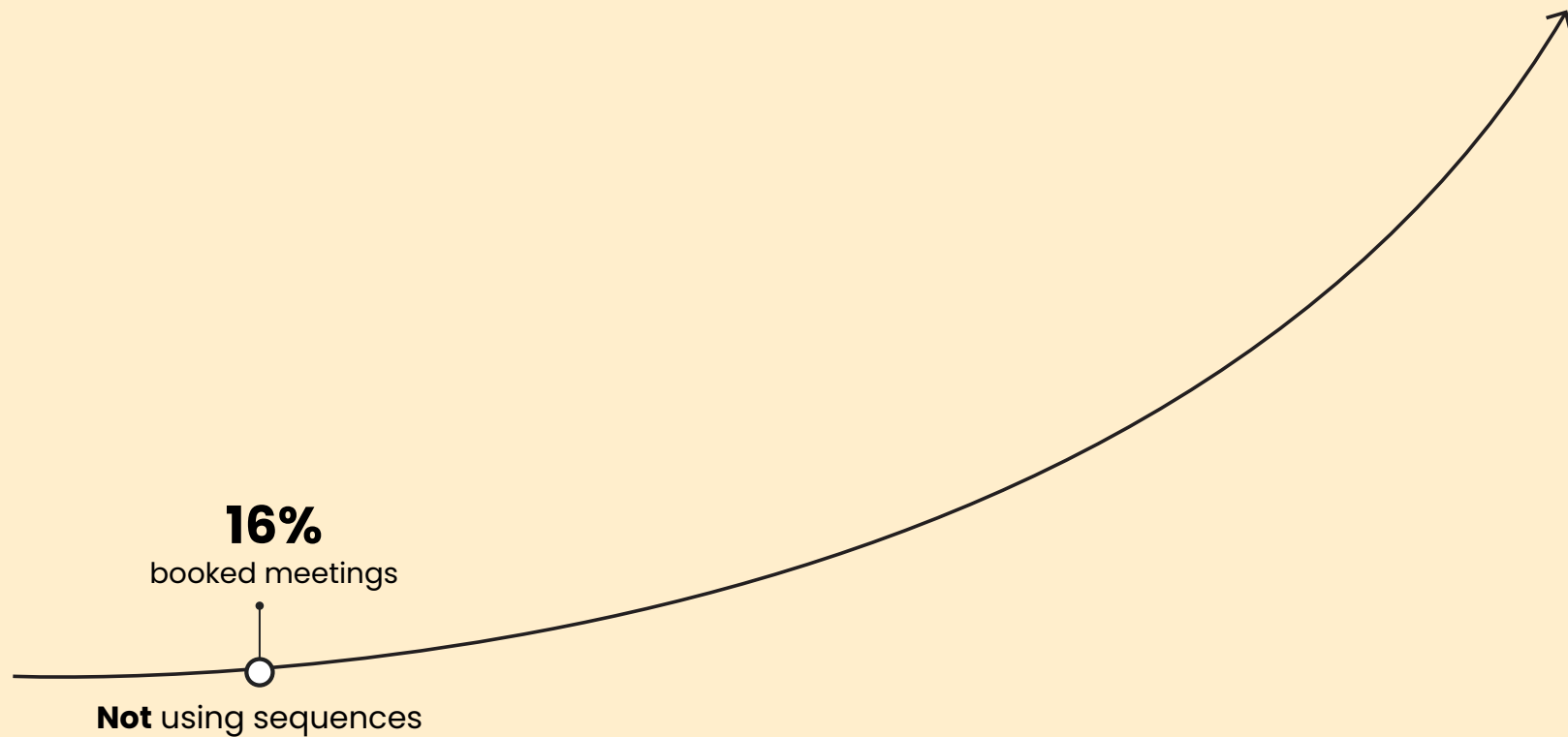
**What's the best, fastest
way to book meetings?**



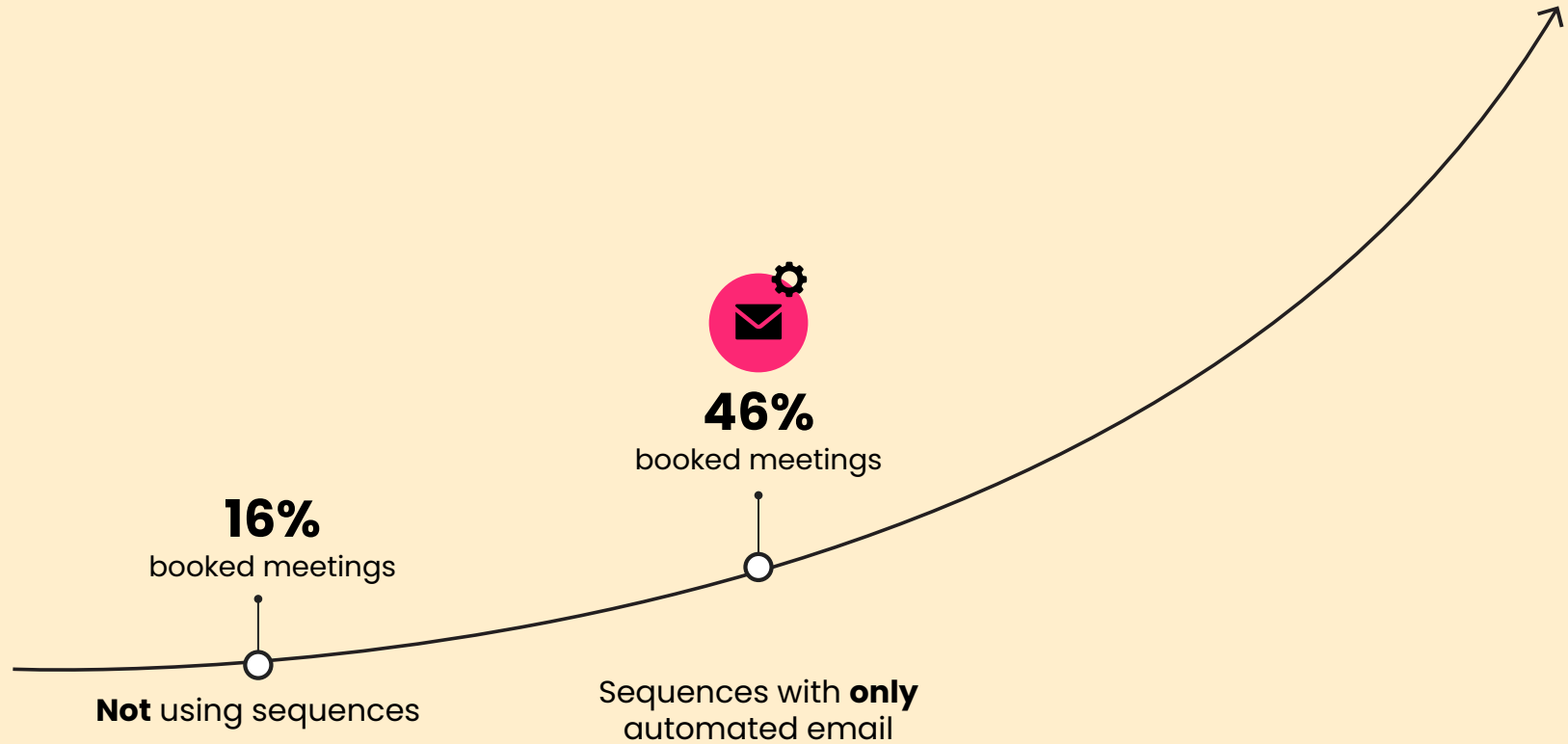
Follow up and diversify your outreach



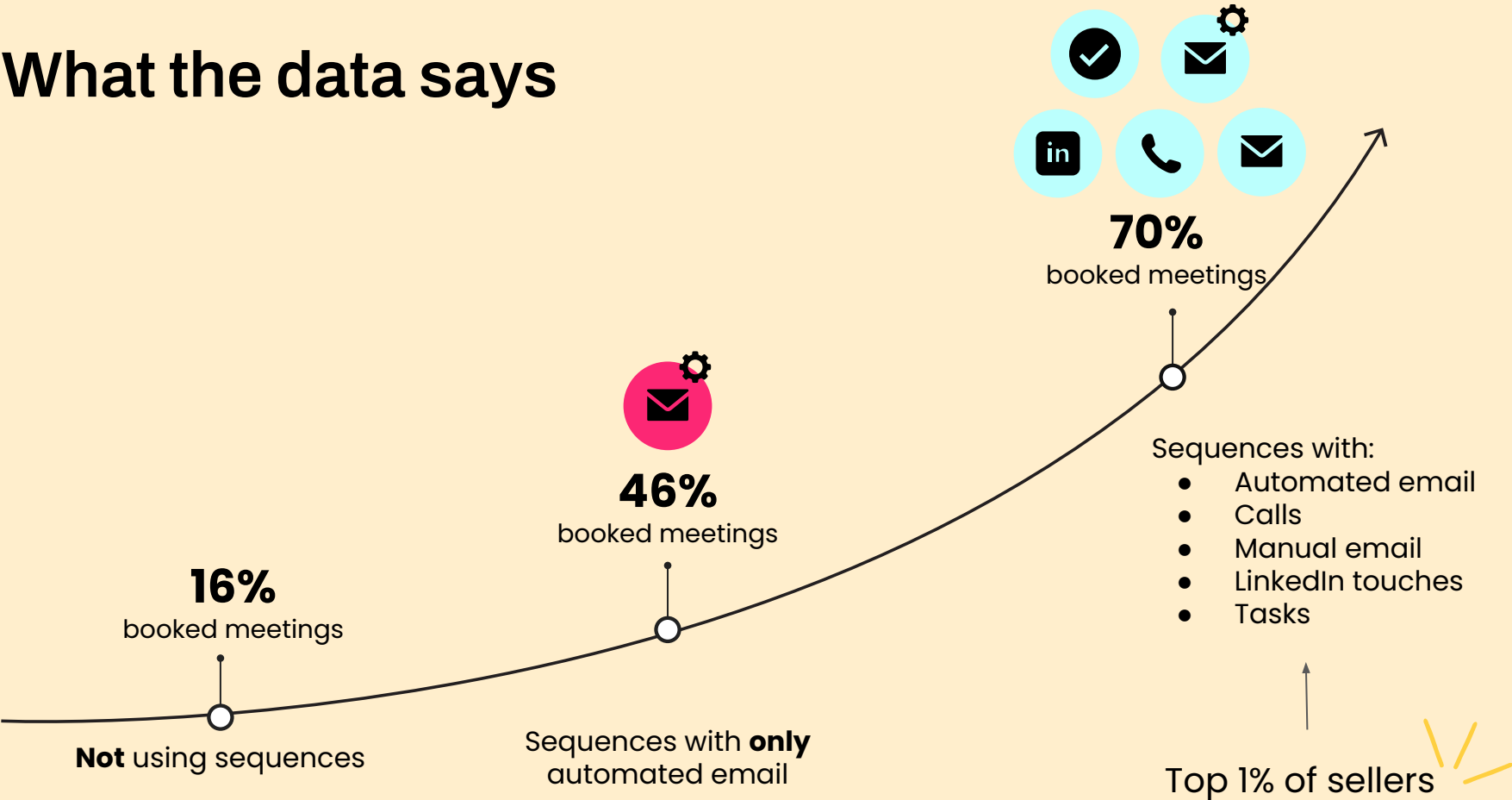
What the data says



What the data says



What the data says



In 2024, we move to the right 🙌

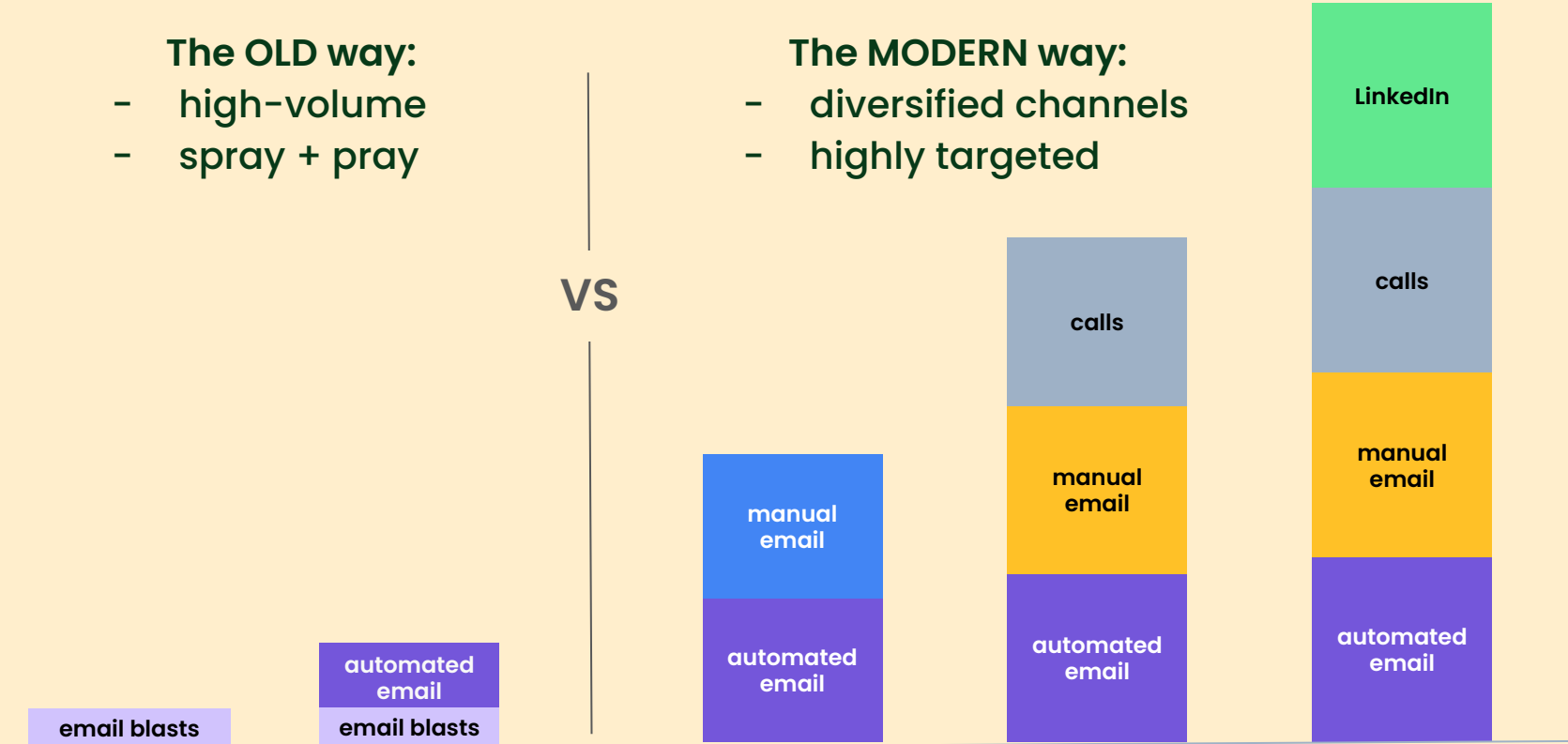
The OLD way:

- high-volume
- spray + pray

The MODERN way:

- diversified channels
- highly targeted

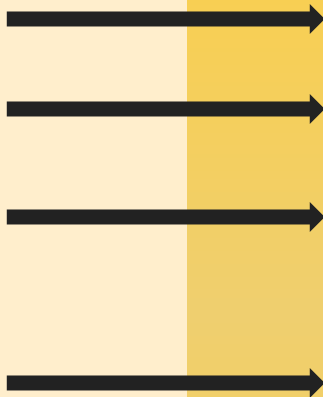
VS




Your goal: Build relationships






We'll walk through adding these...







Automatic

-  **Automatic email** AI available!
Emails are delivered automatically.

Tasks

-  **Manual email** AI available!
Task is created to edit and deliver email.
-  **Phone call**
Task is created to call prospect.
-  **Action item**
Task is created to perform custom action.

LinkedIn tasks ⓘ

-  **LinkedIn - Send connection request**
Send personalized invitations to connect with contacts for a positive first impression.
-  **LinkedIn - Send message**
Send personalized direct messages to contacts you're connected with to build relationships.
-  **LinkedIn - View profile**
View a contact's LinkedIn profile to gather key information for more effective engagement.
-  **LinkedIn - Interact with post**
View a contact's activities and interact with their recent posts to foster engagement and boost visibility.

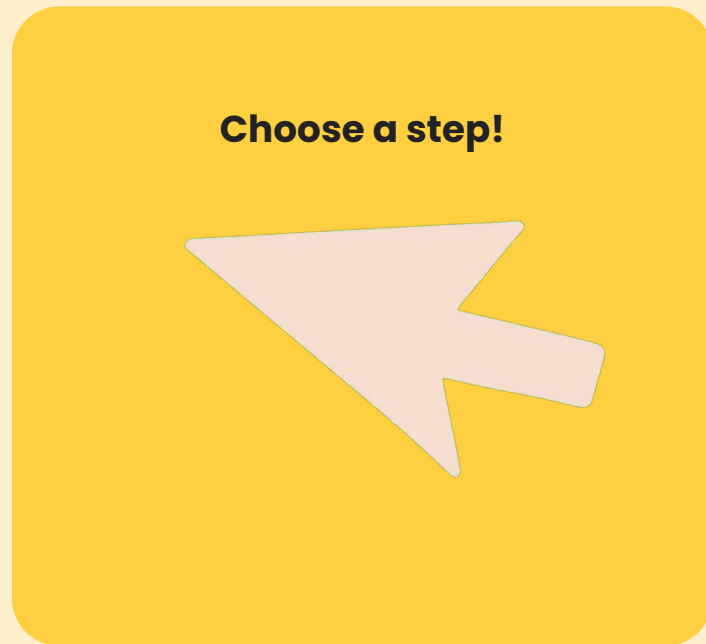
In today's webinar...

- ❑ Make a list of 50 new Exec leads
- ❑ Save the search, with alerts
- ❑ Add them to a sequence
- ❑ Build the sequence with 5 follow-ups
- ❑ Q&A

Let's build it together in Apollo...

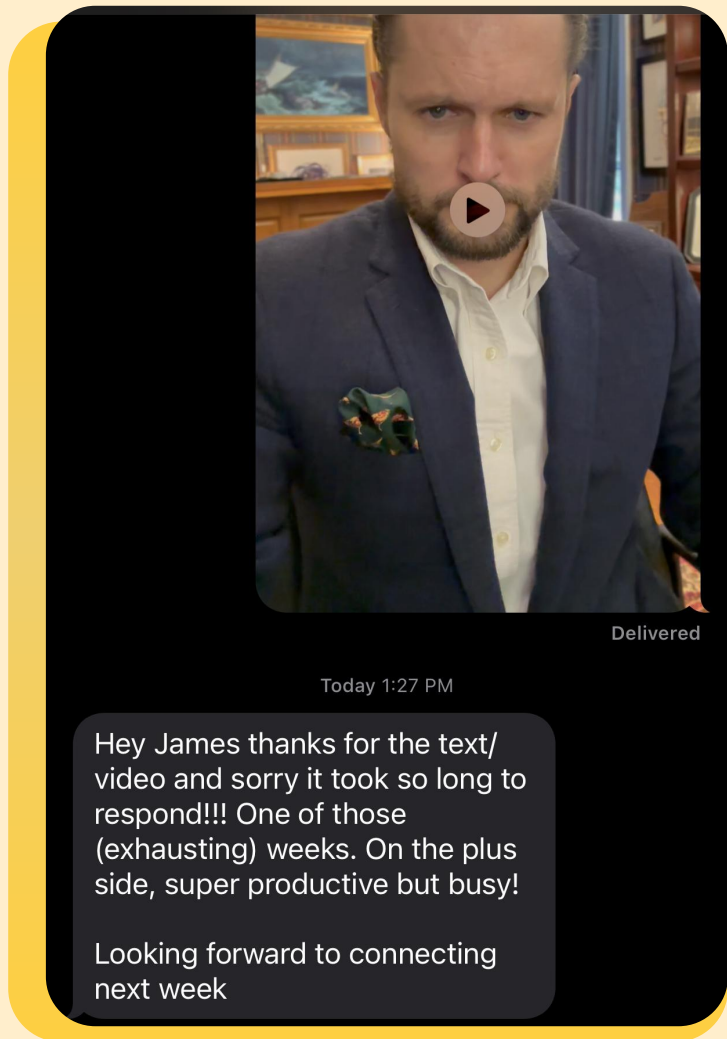
Dealer's choice step

- Video or Voice message
- Handwritten note
- Voice note
- Gift / Delight



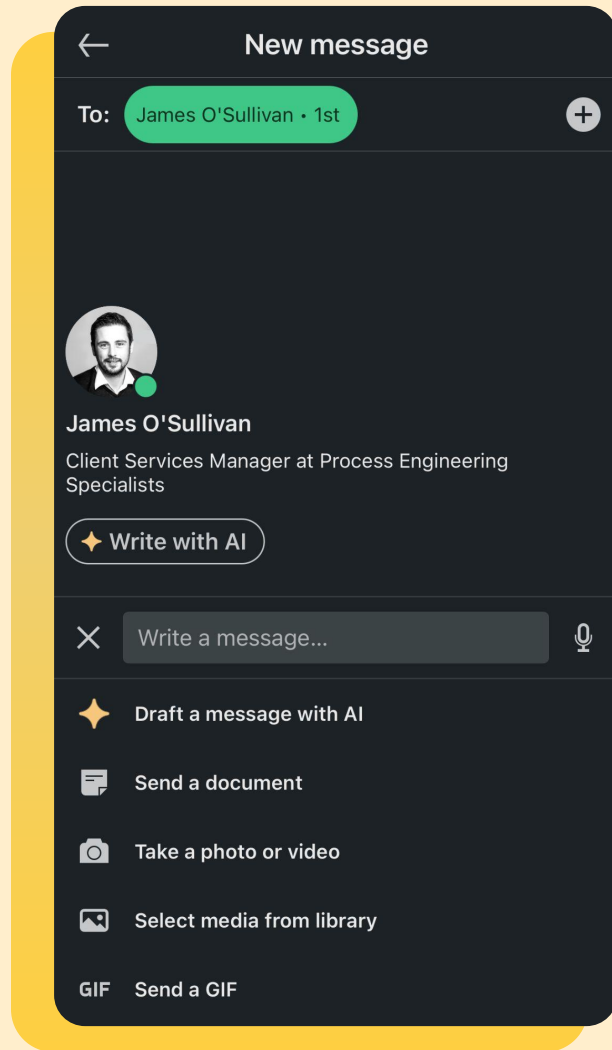
Video message

- LinkedIn
- Loom
- Youtube link
- Text message



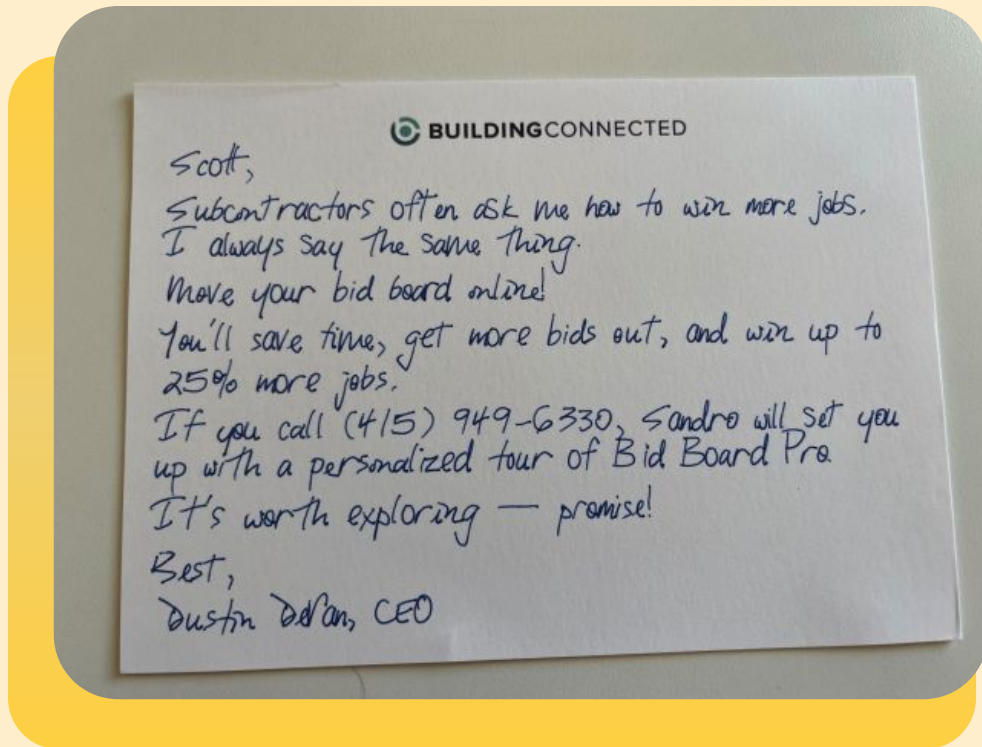
LinkedIn video message

- Mobile app
- Can record in-app
- Upload on desktop or app



Handwritten note

- Be casual
- Personalize
- Short & to the point
- Phone number



Delight Ideas

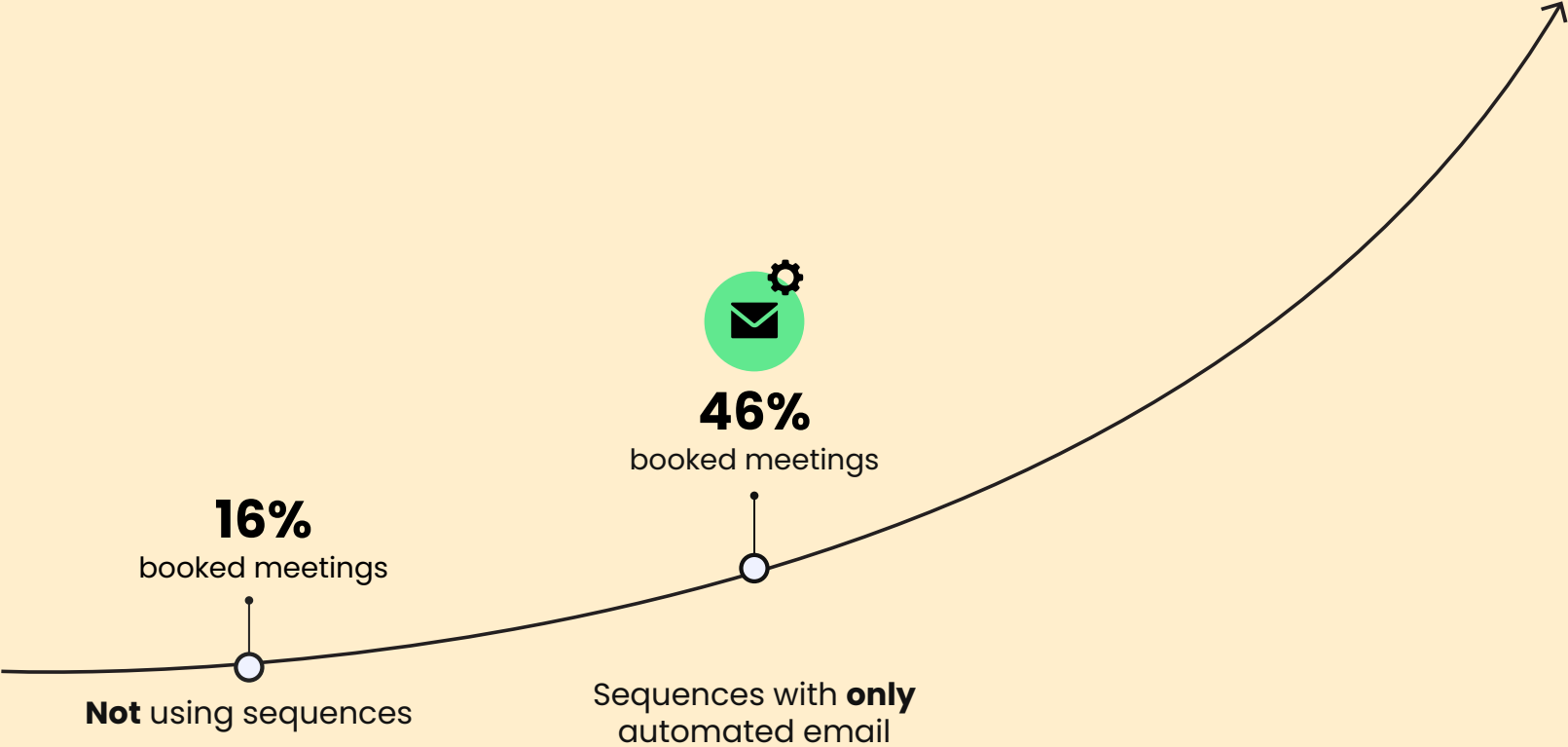
- Gifts
 - Services: Reachdesk, Zest, Sendoso, Alyce, Goody
 - e.g., Treats, plants, gift cards, coffee / tea, books, socks
- Art (e.g., commission artist on Fiverr for portrait)
- Notes / cards
- Invites to in-person events (VIP dinners, panels, happy hours, sports/concerts)
- Invite to be a guest on webinar / blog / podcast
- Office hours, panels, talks (in-person, remote — with exec, influencers, peers)



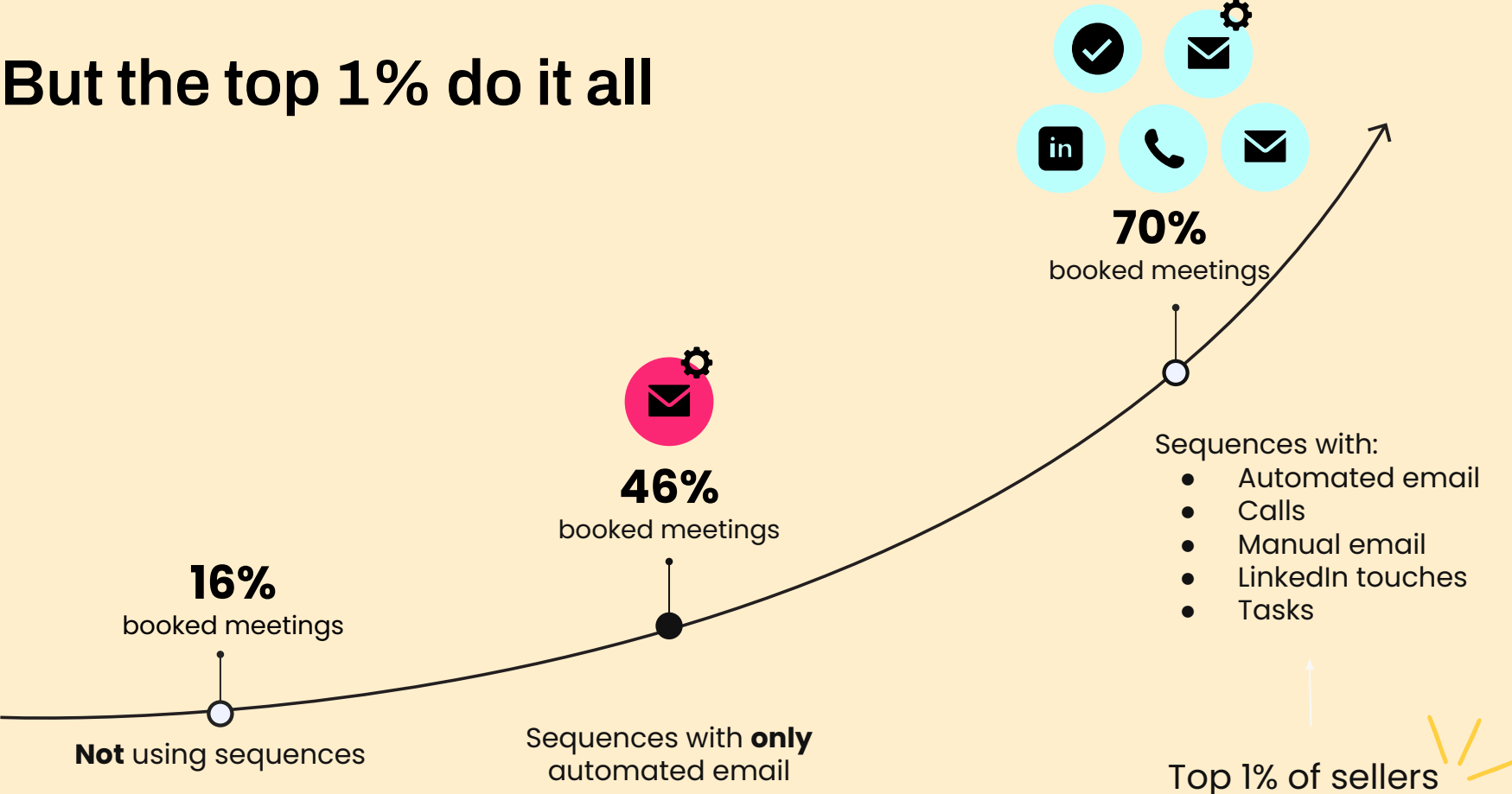
Grove Cookie Company
CHOCOLATE CHIP
\$25.00 - \$48.00
Options available



Just adding one more channel will help



But the top 1% do it all



Q&A



Thank you

We'd love to hear your feedback!

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