Ice Breaker

Has your quota gone up this quarter or year? Let us know in the chat!

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Today’s agenda

1. Housekeeping
2. Meet the hosts James A. O'Sullivan & Zoe Hartsfield
3. The challenge with prospecting
4. 3 tips on how you should be prospecting in 2024
5. Build it in Apollo
6. Q&A

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Webinar

Better Leads, Bigger Wins: Master Prospecting in 3 Steps

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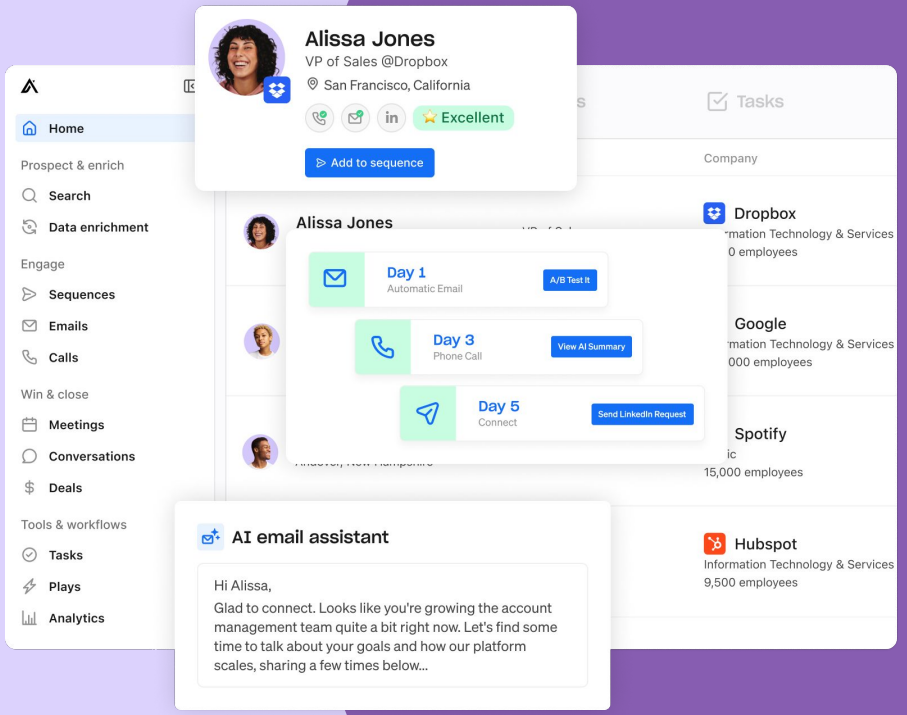

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Housekeeping

Get Your Recording

You'll get a recording of today's session.
Check your email within 48h

No Questions in the Chat

Type your questions into the "Questions Box"
and not the "Chat Box".

No Spam in Chat!!!

We will boot you and ban
you from future webinars forever

No spam, please.

(This includes dropping your LinkedIn.
You can connect in our Sales Community.)

Please don’t be rude!

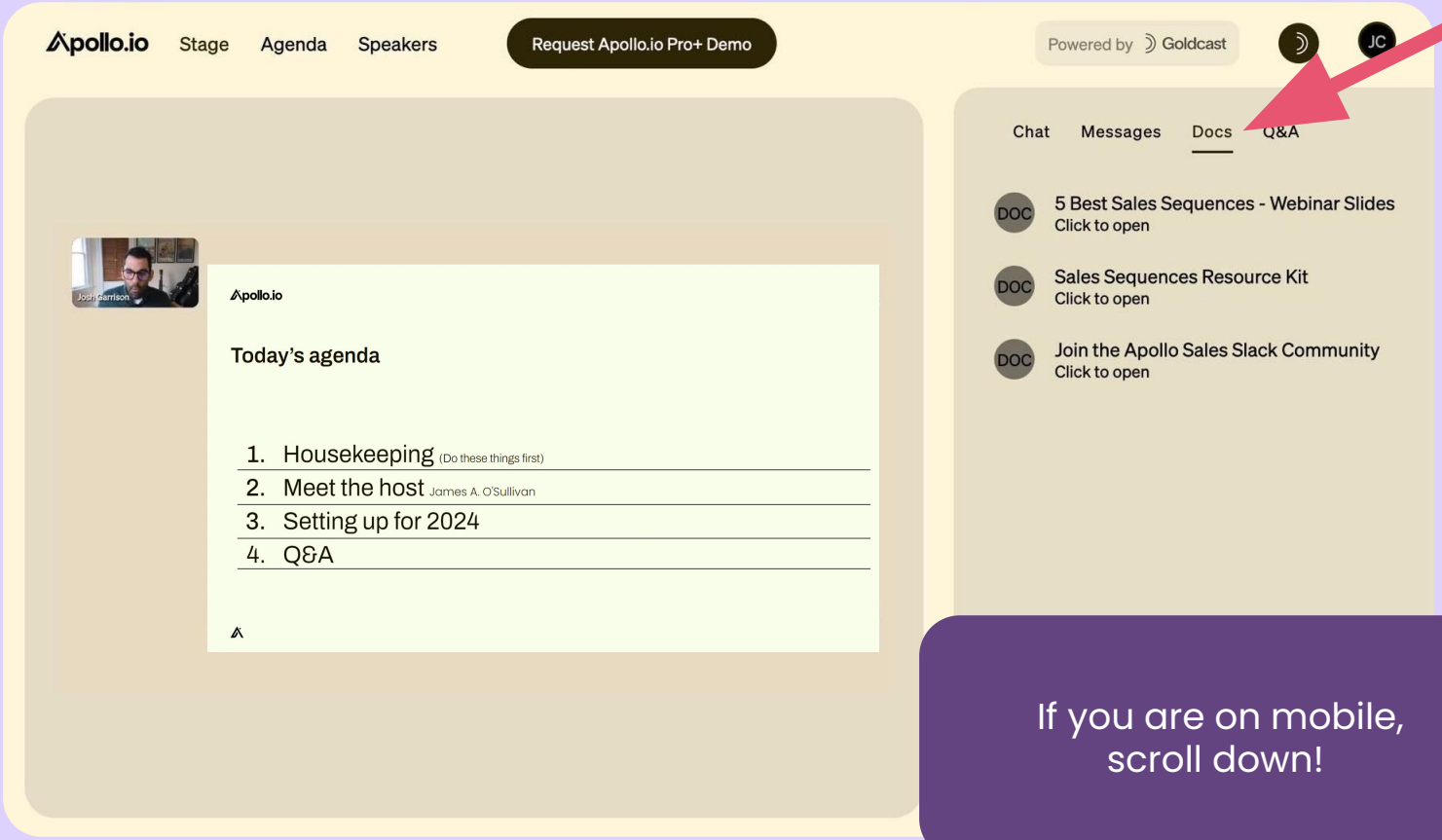
Really.

We will delete messages and ban offenders at our discretion.

Look in the Docs tab

Resources

We have a Resource Kit for you!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Josh Garrison
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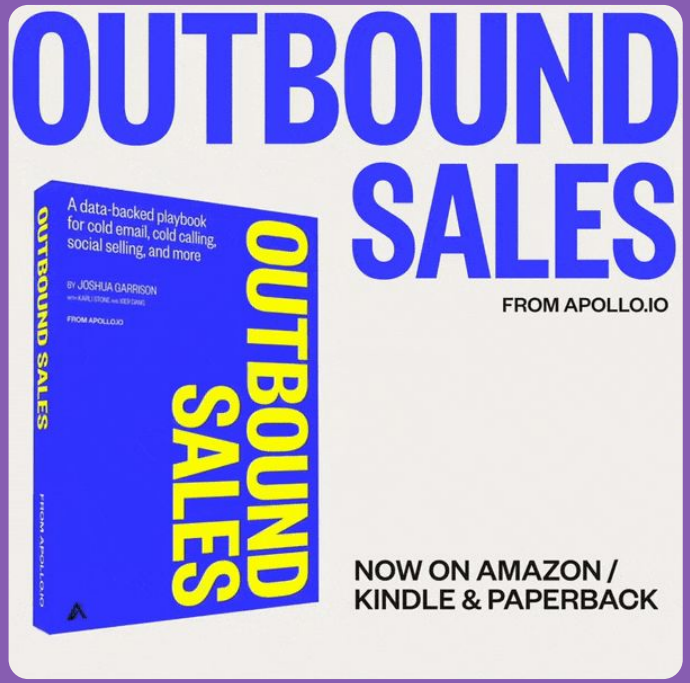
Today's agenda
1. Housekeeping (Do these things first)
2. Meet the host James A. O'Sullivan
3. Setting up for 2024
4. Q&A
If you are on mobile, scroll down!



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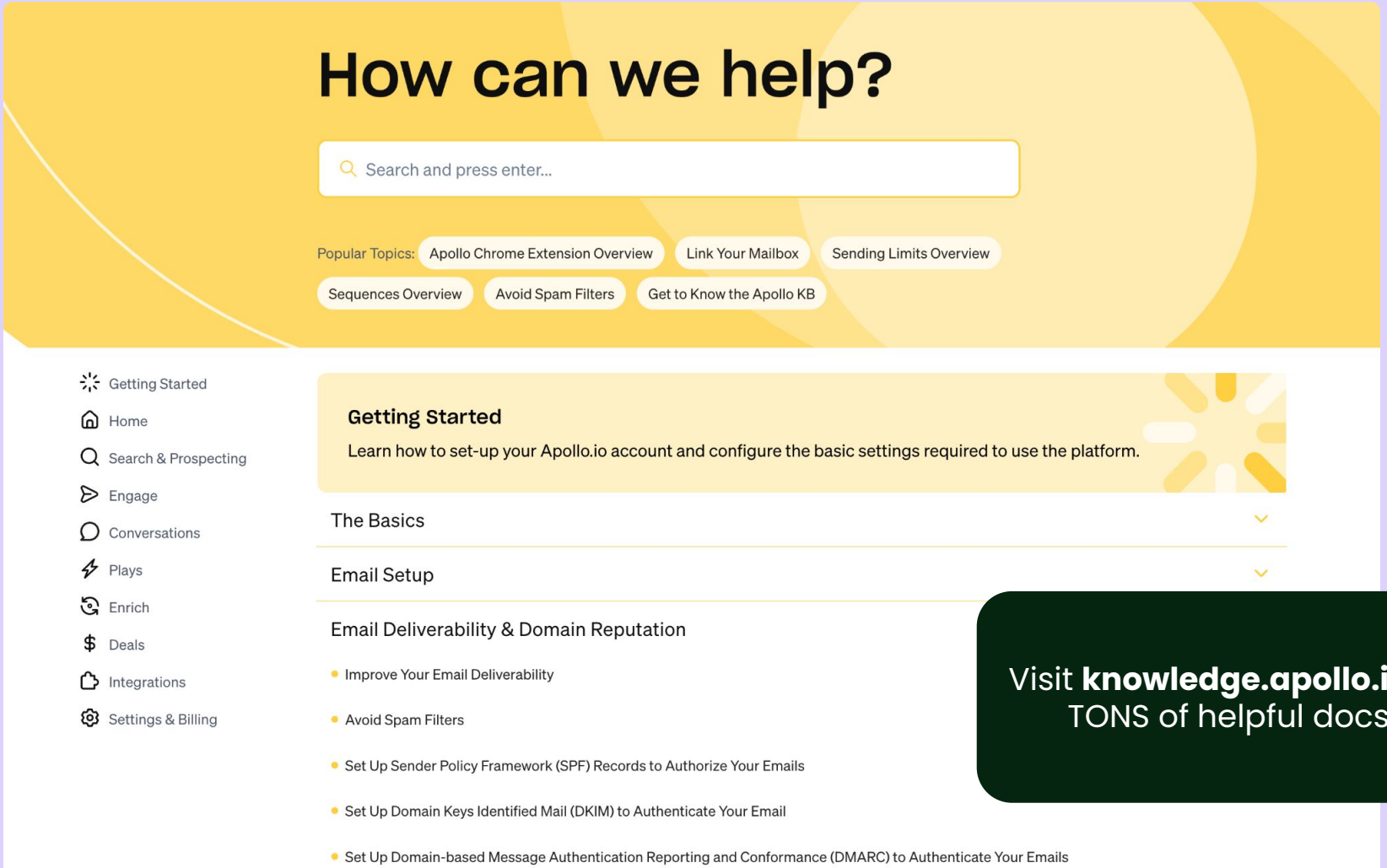
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Deals
Integrations
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Getting Started
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Email Deliverability & Domain Reputation
Improve Your Email Deliverability
Avoid Spam Filters
Set Up Sender 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!

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Join The Apollo Community in Slack!

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Your hosts

James A. O'Sullivan

Apollo Academy Professor

(and recovering sales leader)

Zoe Hartsfield

Senior Manager, Influencer Marketing & Evangelism

(and recovering BDR)

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There’s increasing pressure to grow pipeline

Must book more meetings

Spray and pray

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Spraying and praying most likely isn’t working for you

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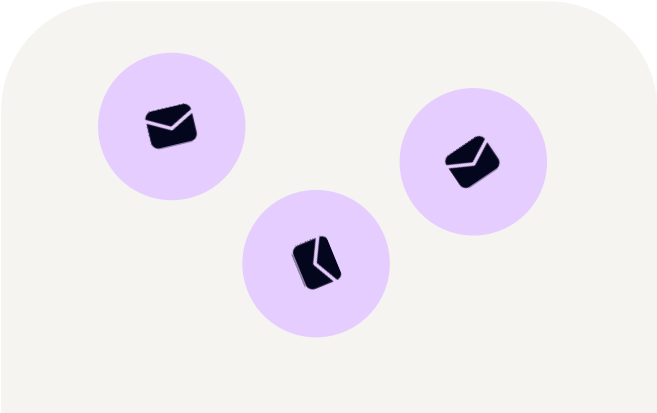
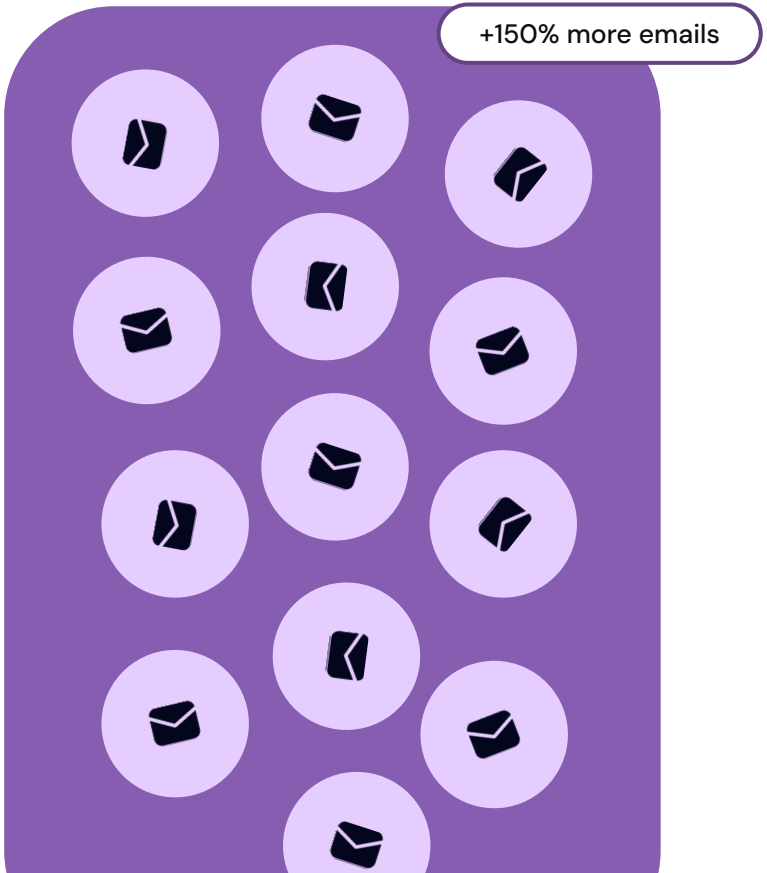
Buyers are bombarded by emails daily

10 years ago



Now



“I get 50–70 emails a day and I can't tell you how many emails I get where someone is trying to sell me something for an engineer or a Head of Product — roles that are just not applicable to what I'm doing.”

Nick Feeney

VP of Revenue at Loom

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And on top of that…

up to **50%**

of the average sales team's prospects aren't a good fit for what they sell

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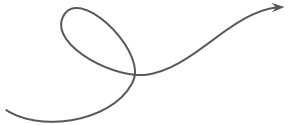

Only **10%** of your target audience is open to buying a new solution

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It’s not surprising that only 44% of sales teams are converting less than 5% of their leads

We’re here to let you in on a little secret – successful prospecting starts before you press send or pick up the phone.

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Master prospecting in 3 steps to find better leads and get bigger wins.

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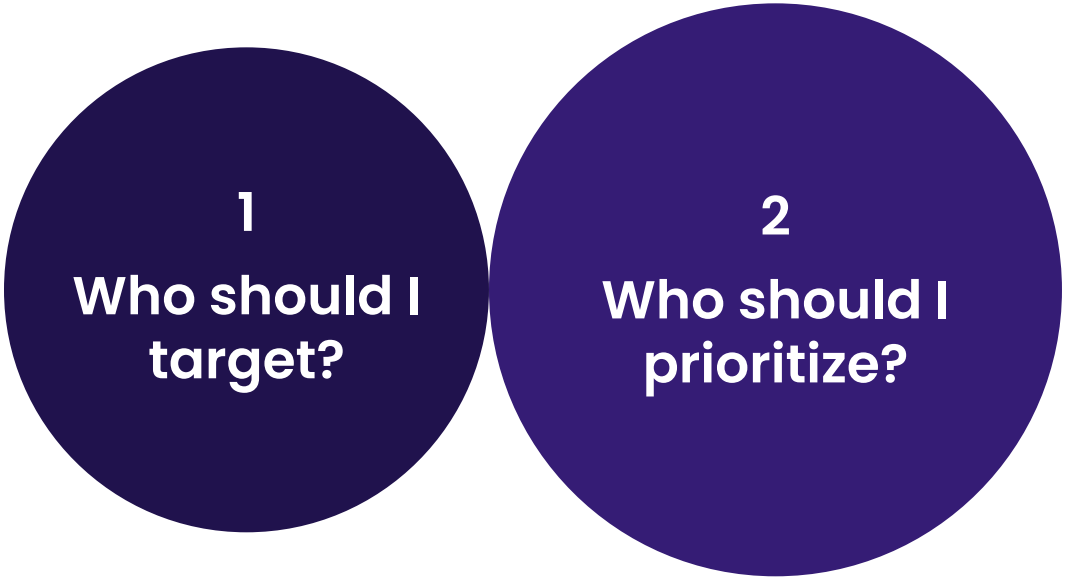

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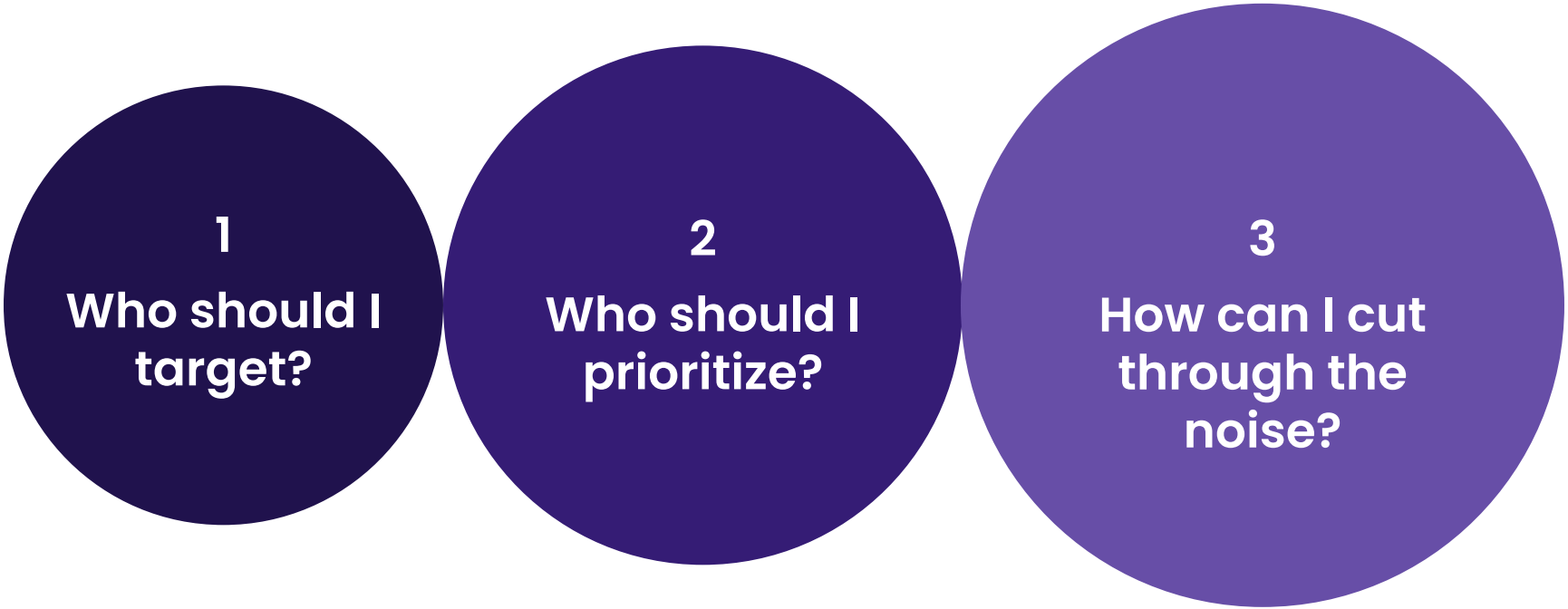
Master prospecting in 3 steps to find better leads and get bigger wins.



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Step #1

Who should I target?

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Build out your ideal customer profile

1. Pull a list of all your deals from the last 90-120 days and include all titles involved in the purchase.

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2. Look for similarities in the data, including:
   - Job titles
   - Industry
   - Geography
   - Company size
   - Technologies or services used
   - Revenue

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    - Revenue

Bonus tip: turn your objections into insights and refine your ICP.

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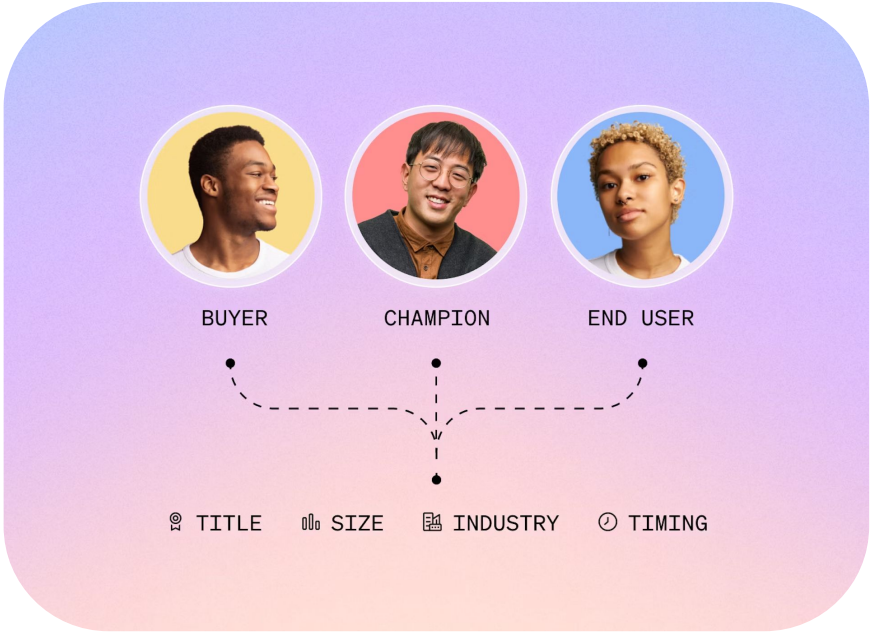
Buying isn’t a single-player sport – increase your deal value by multithreading your deals



Nailing down your ICP means:

Higher reply rates

Shortened deal cycle

Better chance at a long-term partnership

Overall increase in efficiency and effectiveness

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Step #2

Who should I prioritize?

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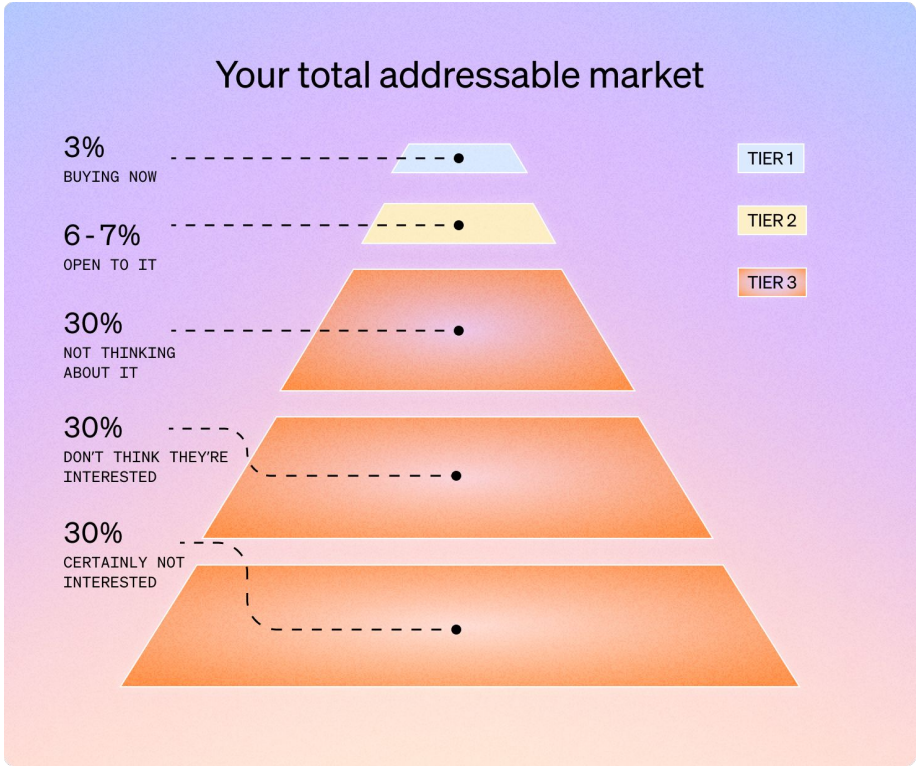
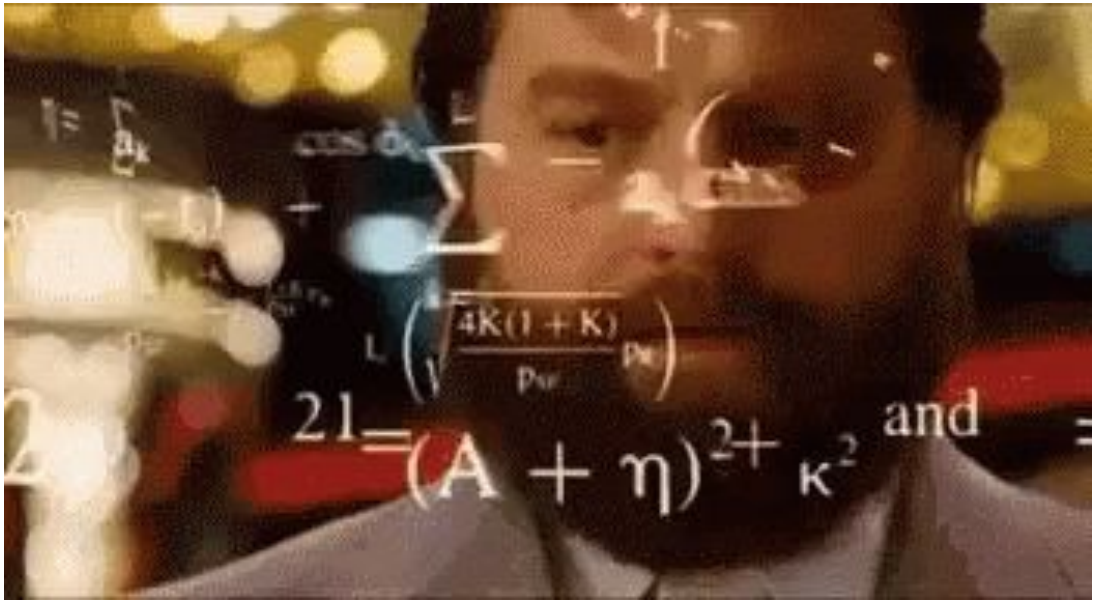
Prospecting is a pyramid

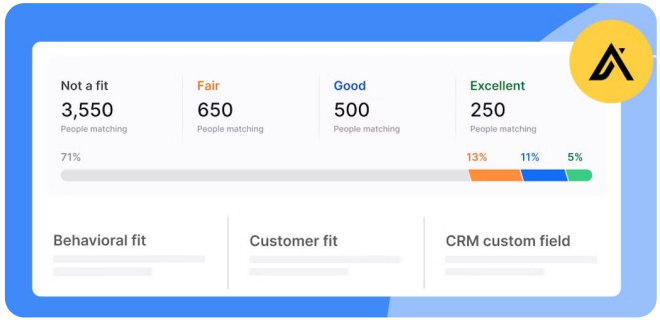
Focus most of your time on the 10% of leads that are in the market to buy



But *how* do I find the 10% of buyers?



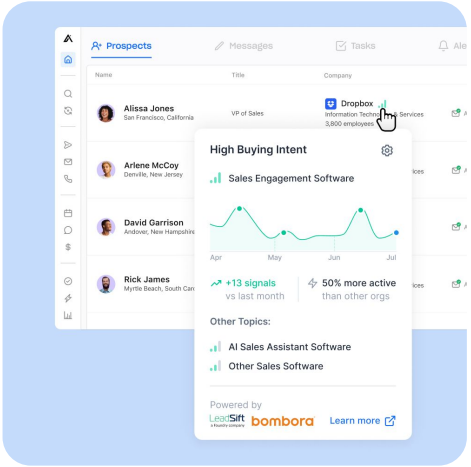
Target your top opportunities with lead scoring

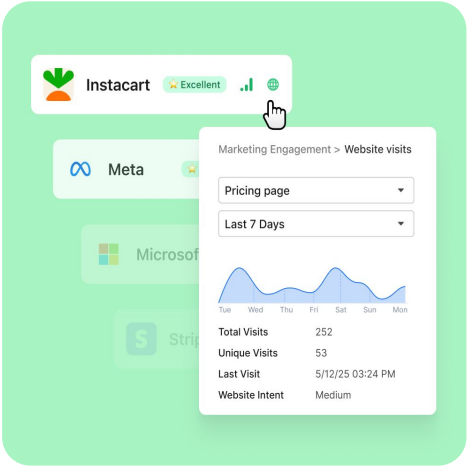


Lead Scoring Models

Automatically rank your leads by assigning “points” to specific attributes of each persona or ICP to get a strategically prioritized list of leads

Prioritize your hottest opportunities with buying intent





Buying Intent

Leverage timely insights into the online intent-to-buy behaviors of your ICP to help you understand when to engage the right prospects from the right companies

Website Visitors Tracking

Use website activity to identify your hottest leads, see which companies visit, how often, unique visitor count, and viewed pages – even before they've converted

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Step #3

How can I cut through the noise?

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Conduct deep research on your prospects and understand their business

Right Messaging at the Right Time

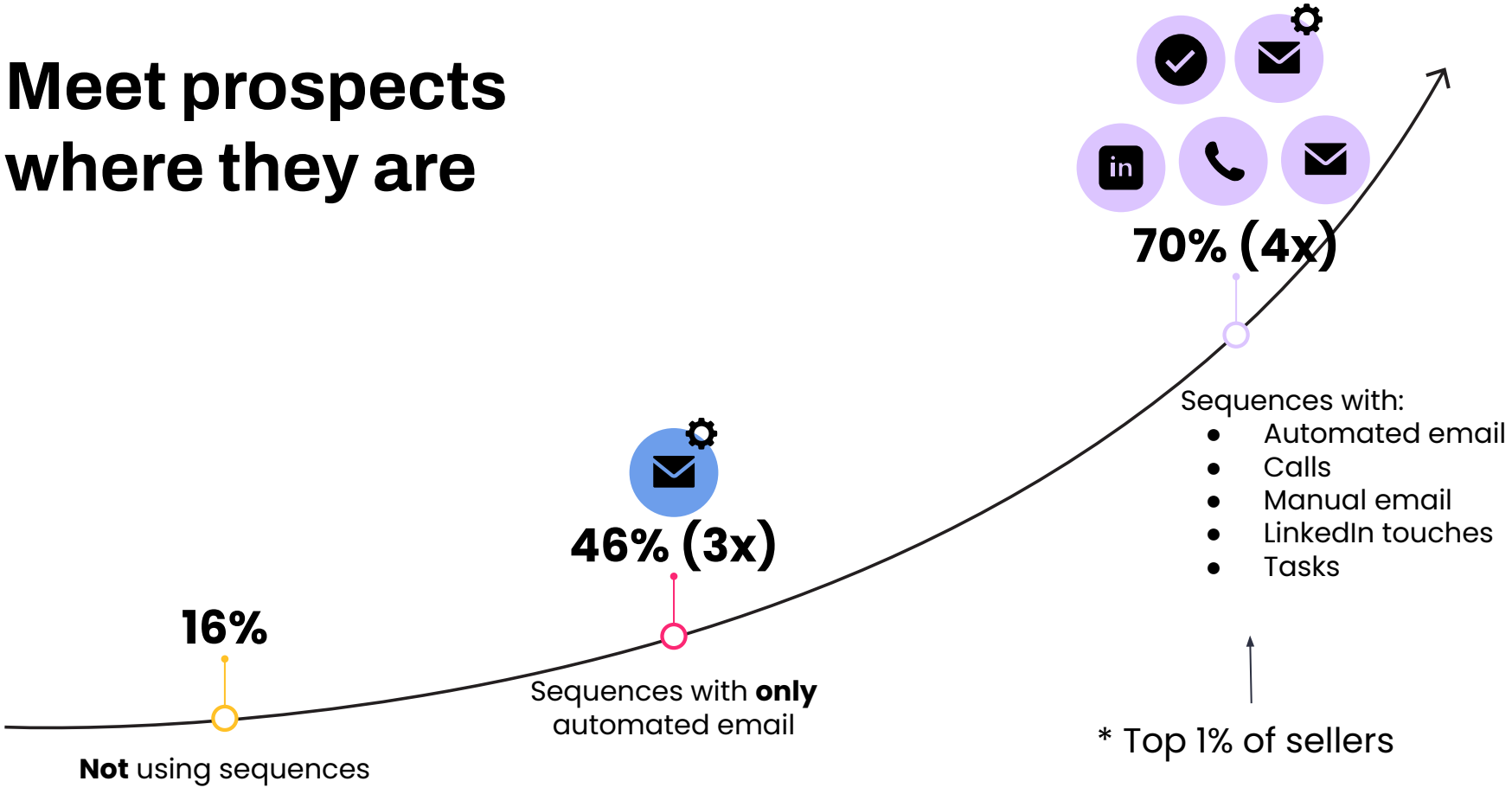
Cut through the noise with **personalized and relevant** messaging

+

Build Relationships & a Business Case

Show prospects you **understand their business** and that you have a solution that can help them

Meet prospects where they are



Do these things *before* you hit send:

Research the company

Research the prospect & persona

Research the industry

Personalize your messaging

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Let’s do it in Apollo

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What we'll cover:

Building your ideal customer profile

Finding your hottest prospects

Researching your target audience

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Q&A

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Want to speak to Apollo's Sales Team?

(about a Professional or Custom Plan)

Request a Demo

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Want more training?

Check out the Academy

Thank you

We’d love to hear your feedback!

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