

Mastering the Meeting: 5 Ways to Close More in 2025

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Today's agenda

1. Housekeeping

2. Meet the host James A. O'Sullivan

3. How to optimize your sales meetings

4. Q&A



The End-to-End Sales Engine

Trusted by 3M users across 500,000 companies

AUTODESK stripe DocuSign RIPPLING

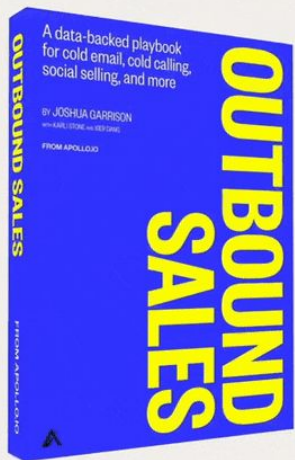
The screenshot displays the Apollo.io interface with a sidebar on the left containing navigation options: Home, Prospect & enrich, Search, Data enrichment, Engage (Sequences, Emails, Calls), Win & close (Meetings, Conversations, Deals), Tools & workflows (Tasks, Plays, Analytics), and Tasks. The main content area shows a contact profile for Alissa Jones, VP of Sales at Dropbox, with a rating of 'Excellent' and an 'Add to sequence' button. Below the profile is a sequence of outreach steps: Day 1 (Automatic Email, A/B Test), Day 3 (Phone Call, View AI Summary), and Day 5 (Connect, Send LinkedIn Request). A bottom overlay shows an AI email assistant message: '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...'



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apollo.io/community!



Speaker



**James
O'Sullivan**

Apollo Academy Instructor



Booking the meeting took **effort**.

Don't kill the deal with a bad meeting!



Deal killers

01

No next steps

02

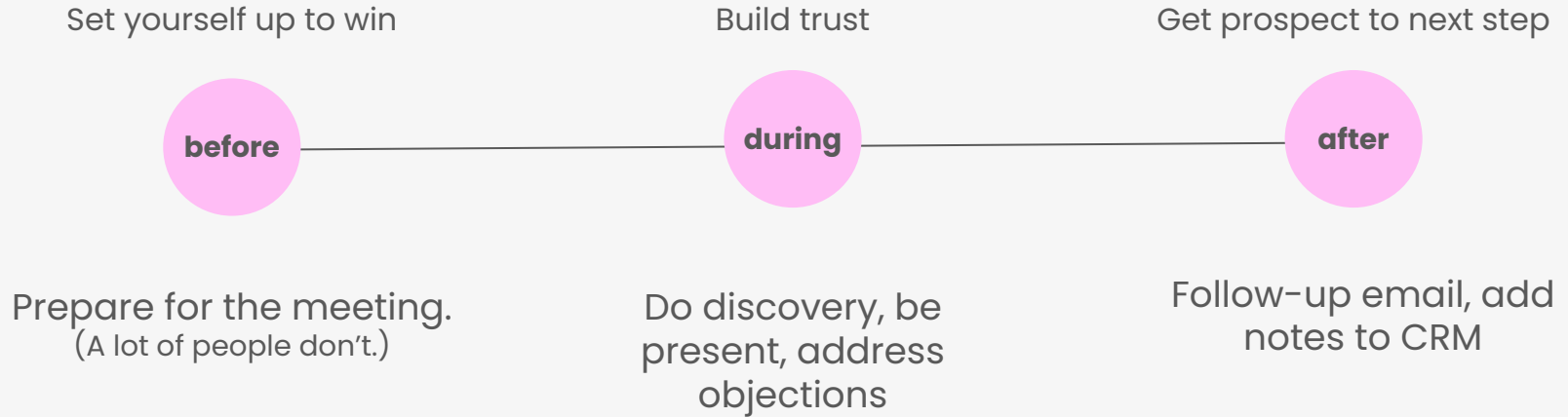
Lacking expertise

03

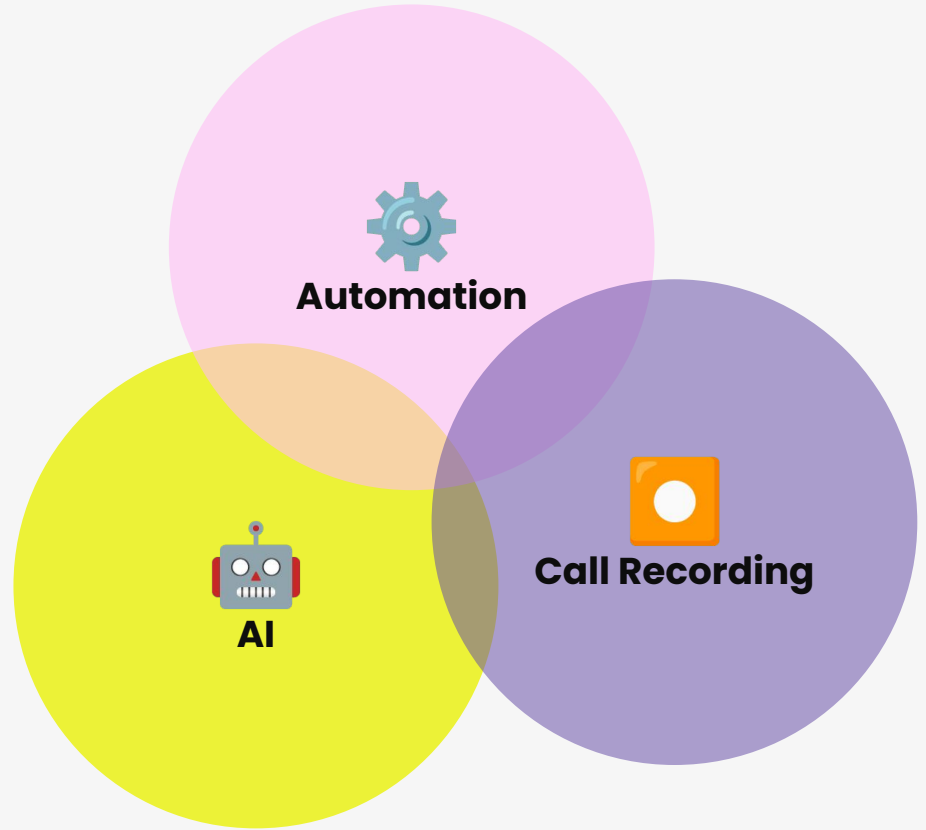
Failing to multithread



What goes into a meeting?



How can we simplify & improve each step?





Reps save more than **2 hours a day** using AI to automate manual tasks.

Source: [HubSpot](#)





Sellers who use AI to inform their deals **increase win rates by 26%**

Source: [2024 Gong Labs](#)



5 Ways to Optimize Meetings & Close More in 2025



1

Prep with
Pre-Meeting Insights

2

Be present, not a
note-taker

3

Proactively
multithread

4

Send personalized
follow-up quickly

5

Fill in the gaps with
Ask Apollo

Before the Meeting

1

Prep with
Pre-Meeting Insights

Apollo.io

Where do you find
time to prep??



What's useful to know?



Company's
priorities



Key info about the
company



Key info about the
meeting attendees



Identify
decision-makers



Meeting history with
company



Objections from
past meetings




Next steps from last
meeting



Pre-Meeting Insights

Let's see it in Apollo

Learn more with this free course

 Academy

How to Schedule & Manage Meetings With Apollo



With James O'Sullivan,
Apollo Academy Instructor



PLAY

During the Meeting

2

Be present, not a
note-taker

3

Proactively
multithread

This is you when
you don't leverage
AI for note-taking.



Manual note-taking requires you to multitask, leading to...

- Unfocused conversations
- Missed insights
- Poor deal execution
- Unimpressed prospects



Stay present.

(Apollo Conversations will capture transcripts and extracts key insights for you)



Summary Transcript Trackers Comments 1 Notes **New**

Ask anything about this meeting

6 sections generated

Pricing

The pricing discussion in the conversation involved Sunny expressing concerns about the higher pricing of Apollo Academy compared to competitors offering similar functionality at a lower price point. Sunny inquired about the pricing structure, asking if there was a monthly versus annual option. James clarified that there is a monthly option with no difference in pricing as long as the commitment is for a specific period, such as six months, twelve months, or 24 months. James also mentioned that there is a discount for longer periods of commitment. The pricing discussion revolved around addressing Sunny's concerns about cost and providing clarity on the pricing structure.

Next Steps

James O'Sullivan

- Send over the proposal with a trial option today and include a recap of the conversation.
- Schedule a meeting with Sunny for Monday at 8:00 a.m. or 3:00 p.m. Pacific time.

Sunny Sehmar

- Review the proposal and be prepared to discuss it during the meeting on Monday.
- Confirm the decision-making timeline of three weeks aligns with the meeting schedule.

Objections

Sunny Sehmar

- James O'Sullivan recommended committing to a longer period like six months to see the impact, but Sunny is concerned about the lack of flexibility in the pricing structure.





The **best sellers** ask the **best questions**





Ask questions like a doctor / agent /
detective – *not* a typical salesperson.

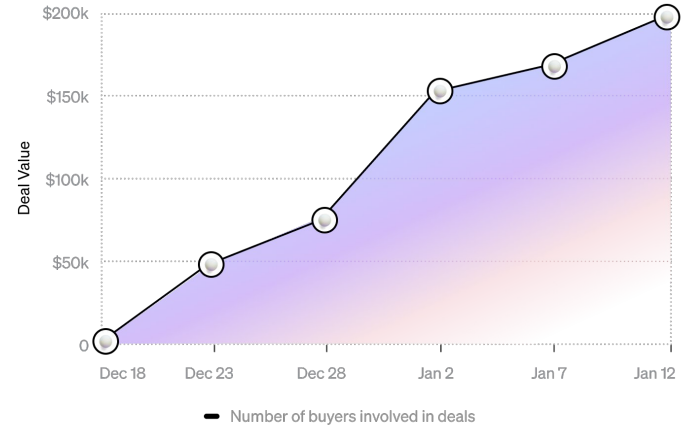


Multithreading boosts win rates & revenue


Questions you can ask:

- Who else in your organization needs to be involved?
- Who was involved in your last purchasing process?
- Who is going to be using this product most frequently?"

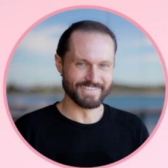
Deal value increases when more buyers are involved in the sales cycle



Learn more with our NEW course

 Academy

How to Use AI-Powered Call Recording to Close More Deals



With James O'Sullivan,
Apollo Academy Instructor



PLAY

After the Meeting

3

Proactively
multithread

4

Send personalized
follow-up quickly

5

Fill in the gaps with
Ask Apollo

Perform better after your sales calls

Your meeting is only as good as its follow up

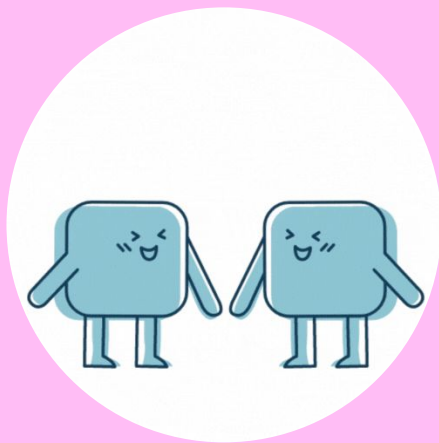


Send thoughtful follow-ups *quickly!*

You can't control the buyer's timeline but you
can control the sense of momentum.



Follow-up email: send within 30 minutes



Reciprocity = the social norm of responding to a positive action with another positive action.

Best practices

Summarize the call.

Leverage conversation insights and AI to summarize key discussion points, including pain points and agreed-upon next steps.

Provide relevant content.

Only provide content that addresses questions or pain points brought up during the meeting.

Proactively schedule the next meeting and engage.

Set a follow-up meeting for a future date with an agenda and objective. Maintain regular communication to keep the prospect engaged.

Follow up on action items.

Execute follow-up actions promised during the meeting and notify the prospect when they are done.

Proactively multithread.

Leverage your learnings about the buying process to pull additional stakeholders into the buying process.



Make multithreading a collaborative decision

And next steps we identified:

- Look for specific features and functionality, such as lead routing and round-robin scheduling, during demos. (Josh Norris)
- Explore the idea of creating an "advocacy kit" for buyers. (Neha Mehra)
- Send calendar invite for next call on Sept 18th. (Neha Mehra)

I would love for James to be able to be a part of this call. Here's two resources (attached) that I thought would be relevant to his role and the problems that we're going to be addressing on that next call.

Show Signature ▾



Send Now







Multithreading requires trust — and more prep.

Clip for Sunny's Team

Jan 21, 2025, 5:21PM · by Janet Testing



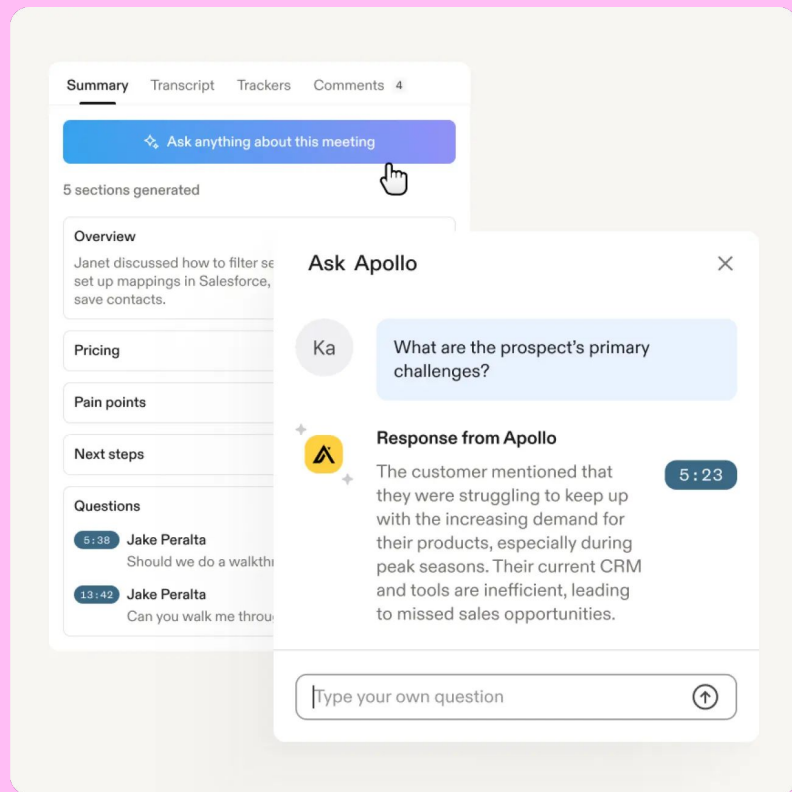
-  Add to playlist
-  Share clip
-  Edit clip details
-  Delete clip

Transcript

Sunny Sehmar: thats a great question. We were able to bye. Implementing a playbook. We were really able to increase our call to close ratio by 30%. So we developed a recipe. We found that it worked and we saw immediate improvement in the results that we were looking for. So yeah, tying in the system to give us insights to create the playbooks and then implement the playbook. Sort of going full circle back with our prospecting and sales team enabled us to see the growth that we



Meet your new meeting assistant: Ask Apollo!



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Conversations Insights, Follow-up, Notes

Let's see it in Apollo

Your year....

without this setup:

- Unfocused meetings
- Leaky funnel
- Lower close rate
- Scrambling with hamster-wheel days



VS

with this setup:

- Compelling conversations
- Super-effective funnel
- More time selling (and closing)
- Build up your future wins



Want to speak to Apollo's Sales Team?

(about a Professional or Custom Plan)

Request a Demo



Want more training?

Check out the Academy



Q&A



Thank you

We'd love to hear your feedback!

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