

Webinar

5 Automations to Sell More Right Away

Today's agenda

1. Housekeeping

2. Meet the host James O'Sullivan

3. Why automate?

4. 5 Workflows to Sell More

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 card for Alissa Jones, VP of Sales at 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, 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, and Spotify.

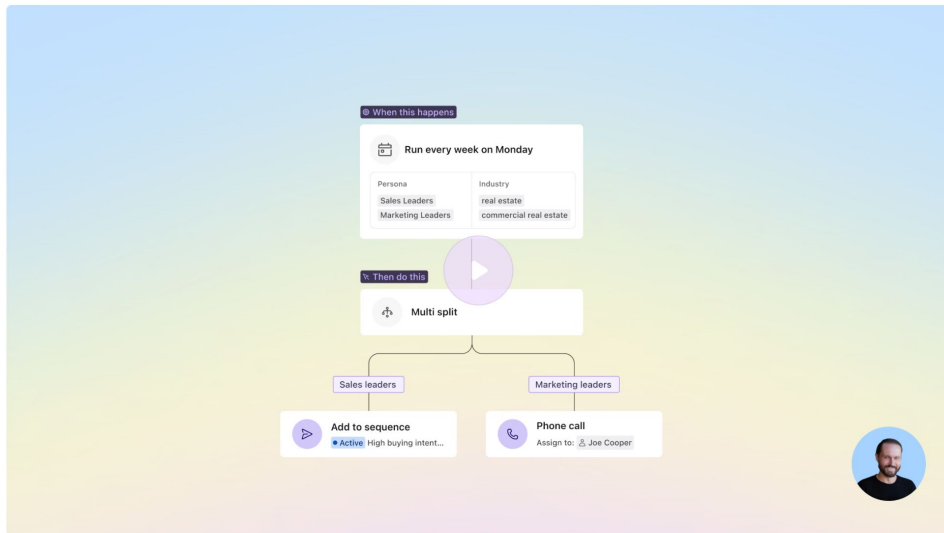


NEW!

Learn Apollo Workflows Course

How to Use Workflows to Automate Your Sales Process

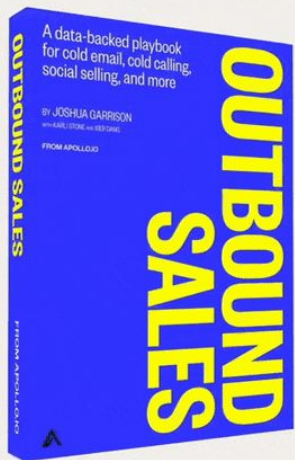
JAMES A. O'SULLIVAN • 4 LESSONS • 18 MINUTES • 2 RESOURCES



Look in the Docs tab



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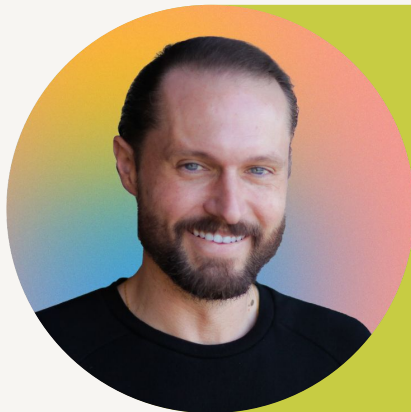
Join the Apollo Community in Slack!



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



Your host



James O'Sullivan

Apollo Academy Instructor

Why automate?

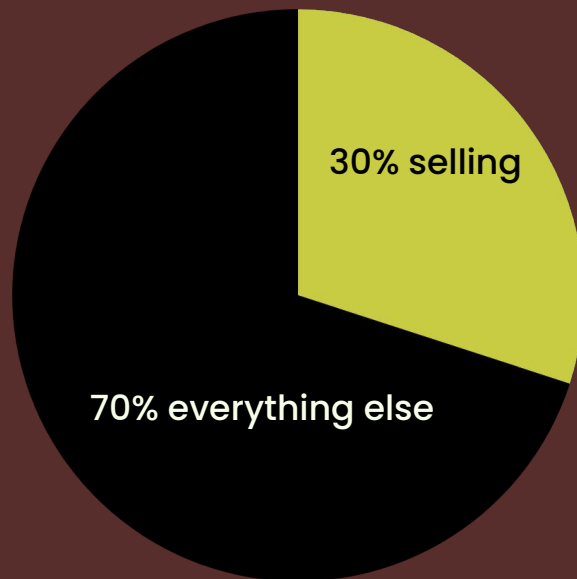
It's getting harder to sell.

- 67% of sales reps don't expect to make their quota this year
- 84% missed it last year.



**Reps spend 70%
of their time on
non-selling tasks.**

Sales reps' average workweek



What can you automate?

- List building
- Data entry & cleanup
- Researching prospects & accounts
- Finding contact info
- Prioritizing leads & opportunities
- Email writing
- Creating tasks
- And more!





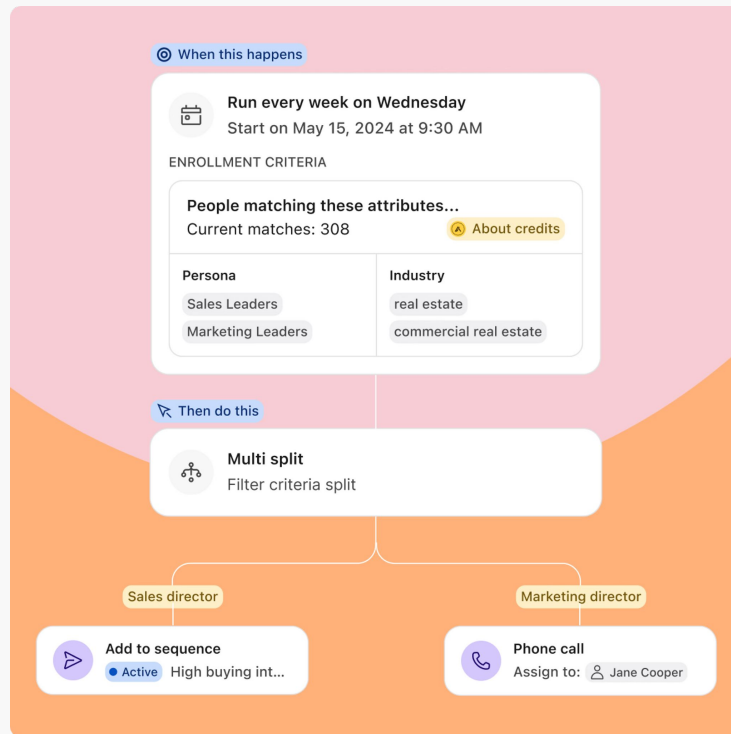
**You can automate at least 30%
of your sales tasks.**



Source: McKinsey



Customers are booking
29% more meetings
when they leverage
Apollo Workflows!



Apollo Workflows: What's New

Before: Plays

- Only linear sequences
- No AI support
- Admin-only access
- No way to approve steps
- One size fits all

After: Workflows

- Dynamic branching
- AI-powered personalization for messaging, targeting, and follow-ups.
- Teamwide access
- Manual Approval Tasks & Custom Approval Flows
- Real-time Slack updates



Let's see it in Apollo

5 Workflows to Sell More

1. Bad email cleaner

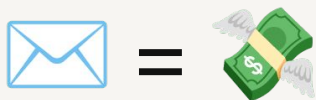
2. Prospect while you sleep

3. Tailor the journey

4. Jump on engagement

5. Research power-up!

Don't dump everyone into the same sequence



What gets
responses?

RELEVANCE

Use segmentation!

More sequences, with fewer people



industry

location

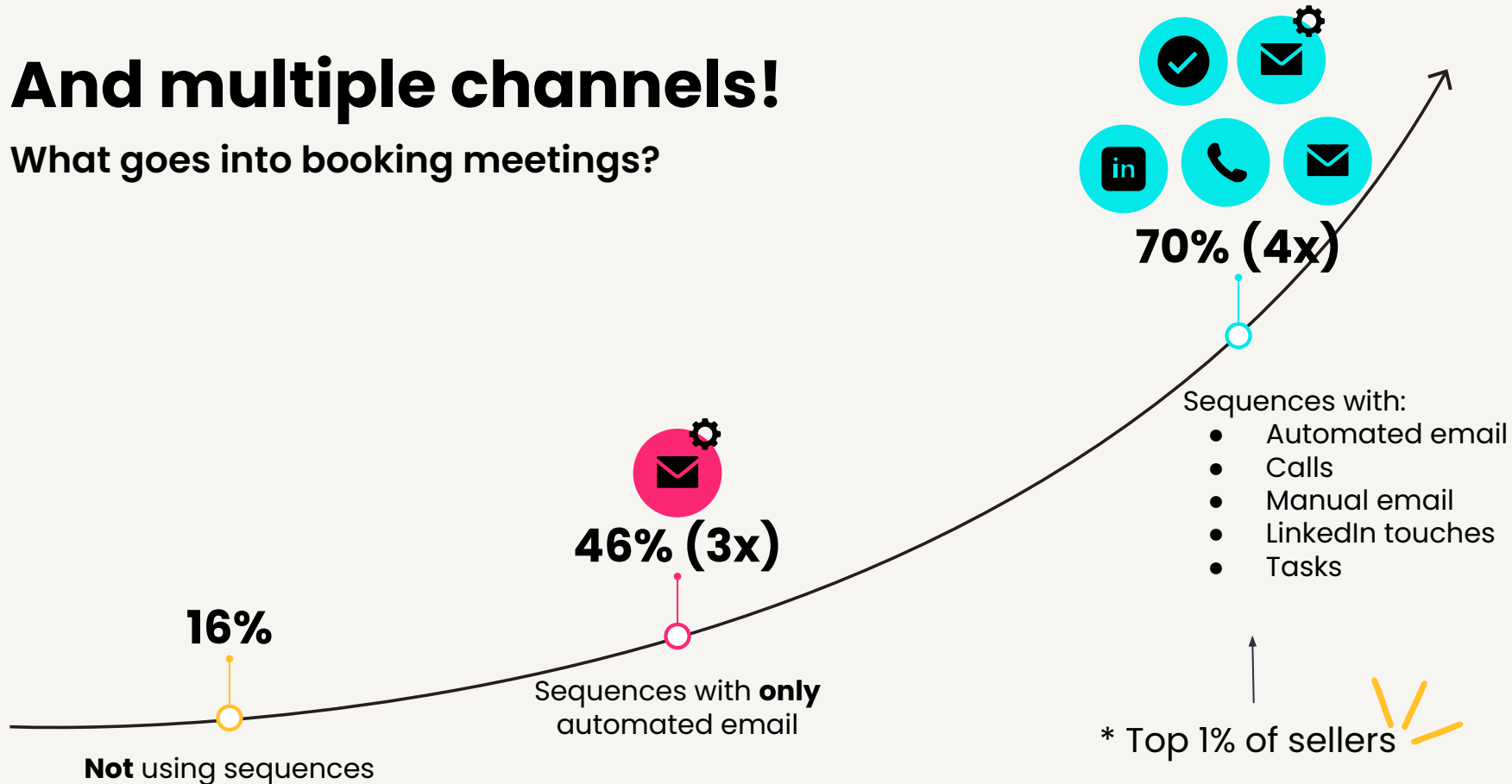
persona

Examples


- CEOs of marketing agencies
- IT leaders at retail startups with <50 employees
- SaaS companies in San Francisco
- VPs of Marketing at furniture companies in NYC

And multiple channels!

What goes into booking meetings?



Learn more with our NEW course

 Academy

How to Use Workflows to Automate Your Sales Process



With James O'Sullivan,
Apollo Academy Instructor



Poll

Interested in joining the Cold Call for Charity challenge?



Joshua Garrison · 1st

VP @ Apollo.io | Publisher @ Backlit Comics | Wrote the book on Outbou...

1w · 🌐

Idea: I want to do a 'cold call for charity' event. Let me explain...

I think I can get [Apollo.io](#) to donate money to charity if we get folks to make cold calls where the goal isn't to book a meeting — it's to get the person to make a donation.

We'd then match dollar-for-dollar whatever was raised.

And probably make a donation based on participation, too — like if you participate, we'll donate a certain amount of money to your chosen charity in your name.

Let's say I could make it happen... would any cold callers out there be interested



Poll

Want to attend a Product AMA on Workflows & Power-Ups?

Dec 4

Q&A

Thank you

We'd love to hear your feedback!

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