

Ice Breaker

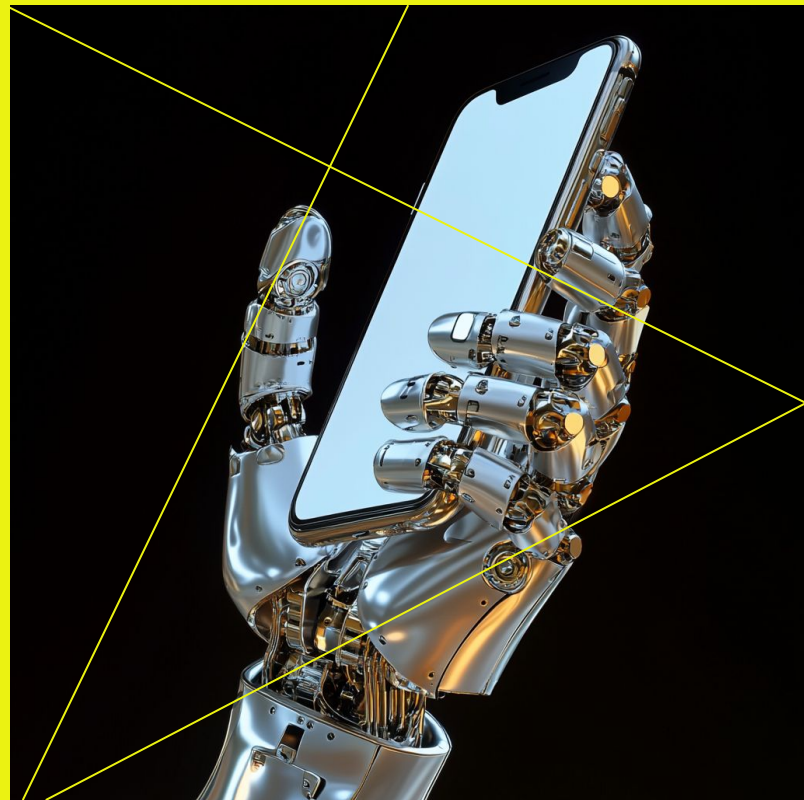
**How are you using AI to close
more deals?**

Apollo.io

Today's agenda

1. Housekeeping (Do these things first)
2. Meet the hosts James A. O'Sullivan & Neha Mehra
3. 6 ways to leverage call recording AI
4. How to do this in Apollo
5. Q&A

6 Ways To Close More Deals with AI-Powered Call Recording





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 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 pop-up window titled 'AI email assistant' shows a 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...'. The background also shows a list of companies including Dropbox, Google, Spotify, and Hubspot.



Housekeeping

1

Get Your Recording

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

2

No Questions in the Chat

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

3

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.



 Apollo.io

Join The Apollo Community in Slack!



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





Apollo.io

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



Chat Messages Docs Q&A

- 5 Best Sales Sequences - Webinar Slides
Click to open
- Sales Sequences Resource Kit
Click to open
- Join the Apollo Sales Slack Community
Click to open

If you are on mobile,
scroll down!



1: The Truth About
Outbound Sales

2: Prospecting

3: Cold Emailing

4: Cold Calling

5: Social Selling

6: Multichannel Outreach

7: Email Deliverability

• 8: Growing Your Sales Team

Your first rep

The full-cycle selling advantage

3 split model scenarios

Finding strategic SDRs

Sales incentive structures

AI's role in sales

What's next

Glossary

Resource Kit

Academy > Guides > Outbound Sales > Growing Your Sales Team

Growing Your Sales Team

12 MINUTE READ



Visit apollo.io/academy to read
Apollo's NEW book!



Speakers



**James
O'Sullivan**

Apollo Academy Instructor



**Neha
Mehra**

Product Marketing

@ Apollo



Deal loss reasons

Timing and price

Indecision and trust

Lead quality



Deal killers

01

No next steps

02

Lacking expertise

03

Failing to multithread



Let's get into it





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





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



Teams using conversation intelligence reported a **21% increase in revenue**



6 Ways to Close More Deals with AI-Powered Call Recording



1

Ditch manual note-taking

2

Strengthen your discovery process

3

Address competitors and objections

4

Proactively multithread

5

Craft hyper-tailored follow-up

6

Optimize your sales process

Ditch manual note-taking

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

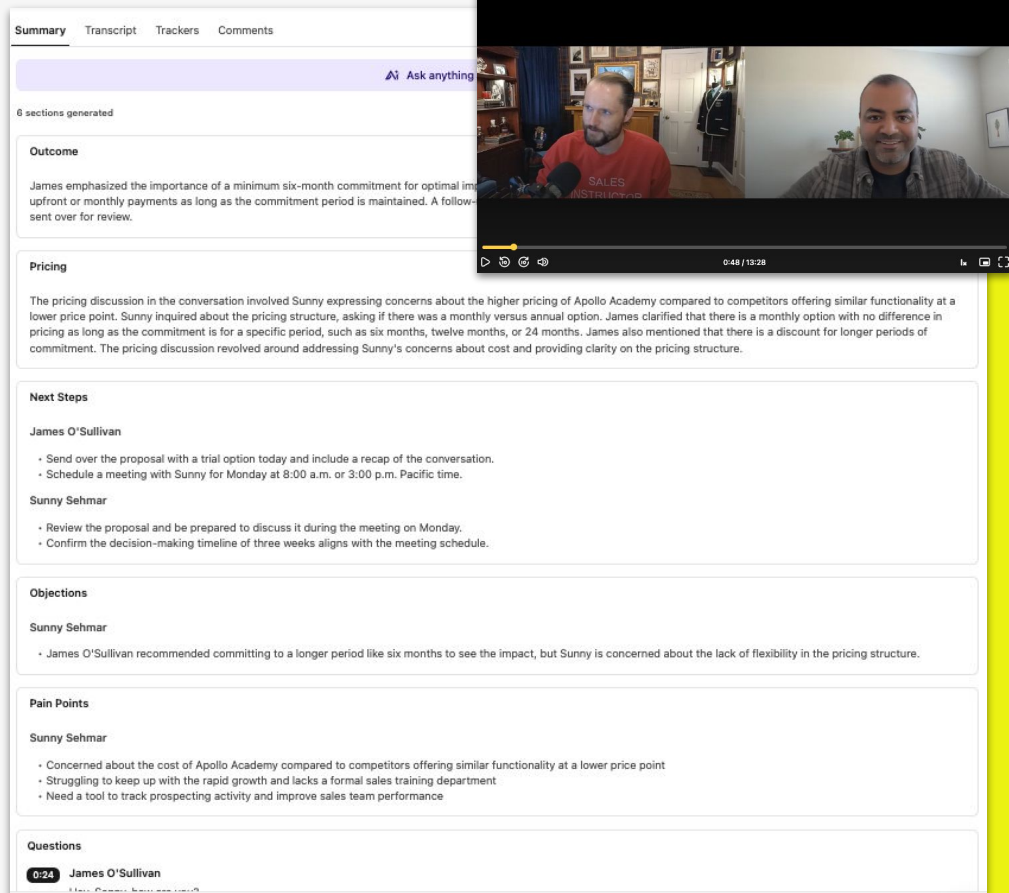
Poor deal execution

Unimpressed prospects



Stay present.

Conversations AI captures entire transcripts and extracts key insights



Summary Transcript Trackers Comments

Ask anything

6 sections generated

Outcome

James emphasized the importance of a minimum six-month commitment for optimal impact, with upfront or monthly payments as long as the commitment period is maintained. A follow-up is sent over for review.

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.

Pain Points

Sunny Sehmar

- Concerned about the cost of Apollo Academy compared to competitors offering similar functionality at a lower price point
- Struggling to keep up with the rapid growth and lacks a formal sales training department
- Need a tool to track prospecting activity and improve sales team performance

Questions

0:24 James O'Sullivan

0:48 / 13:28



**Strengthen your
discovery
with AI insights**



**Solid discovery
leads to solid next steps
that move deals forward**



Configure your keywords to track discovery insights

Pain Points & Challenges

Challenges, Struggles, Pain points, Issues, Problems, Bottlenecks, Frustrations, Difficulties

Business Goals & Objectives

Priorities, Goals, Objectives, Success, KPIs, Targets, Achievements, Outcomes

Current Solutions & Processes

Current process, Solutions, Using, Set up, Tools, Satisfaction, Approach, Handling

Competitor Mentions

Competitor names (e.g., Gong, Outreach), Alternatives, Options, Comparing, Evaluation, Other providers, Switching

Budget & Decision-Making

Budget, Cost, Price, Decision-making, Decision-maker, Authority, Approval, Timeline

Desired Features & Needs

Features, Requirements, Needs, Capabilities, Functionality, Important, Essential, Customization

“Interview the bot” to uncover needs, challenges & more.



Ask Apollo Beta ✕

? What are the top challenges we can solve for this prospect?

Response from Apollo

The top challenges we can solve for this prospect include:

- 1. Sales Training Development:** Establish a formalized training program to address the stagnation of sales reps and improve their performance.
- 2. Coaching and Insights:** Provide tools to track prospecting activities and gain insights into sales conversations, enabling targeted coaching.
- 3. Playbook Creation:** Assist in developing a structured playbook to streamline sales processes and improve the call-to-close ratio.
- 4. Scalability:** Support the rapid growth of the sales team from 50 to 200 reps by providing scalable training solutions.
- 5. Global Expansion:** Facilitate the transition to a global prospecting force as the company expands into EMEA and Europe.
- 6. Cost Justification:** Help demonstrate the ROI of investing in sales training tools to internal stakeholders.

Identify competitors & objections with keyword trackers



I only drink Pepsi, never Coca Cola



Track competitors, adjacent tech, and the stack to identify fit or replacement.



Add tracker ✕

Tracker name

Keywords ?

CrowdStrike ✕ Palo Alto Networks ✕ Fortinet ✕ Tenable ✕ Qualys ✕ Rapid7 ✕
Cisco ✕ Check Point ✕ Zscaler ✕ SentinelOne ✕ McAfee ✕ Splunk ✕ FireEye ✕

Mandiant

Track when mentioned by

! Trackers will only apply to future conversation recordings. They will not apply to previously recorded conversations.

Proactively multithread with AI insights

Configure your keywords to track buying process and stakeholders

Buying Process

Buying process, Approval process, Selection process, Procurement, Vendor selection, Decision criteria, Internal review, Sign-off

Decision-Makers & Stakeholders

Decision-maker, Stakeholders, Approval, Influencer, Executive team, C-suite, Department head, Final decision, Head of, Evaluator

Team/Dept Involvement

Cross-functional, Internal alignment, Collaborators, Finance, Legal, Compliance, Greenlight, Authorized



Multithreading without threatening a champion

01

Discuss previous purchases and process early to learn about key stakeholders

02

Engage when stakeholders are mentioned

03

Make it a collaborative decision with the prospect

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

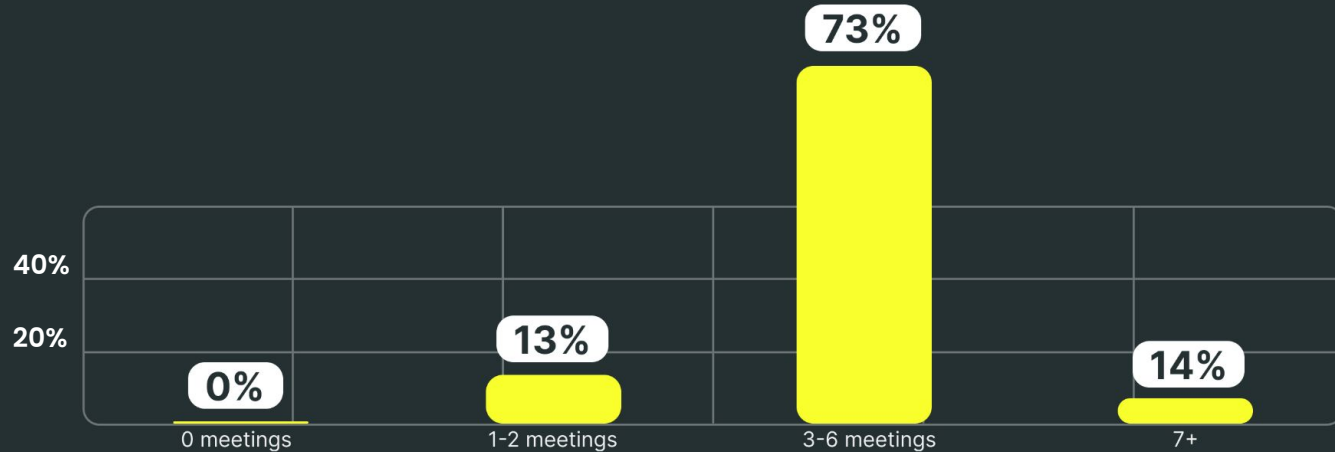


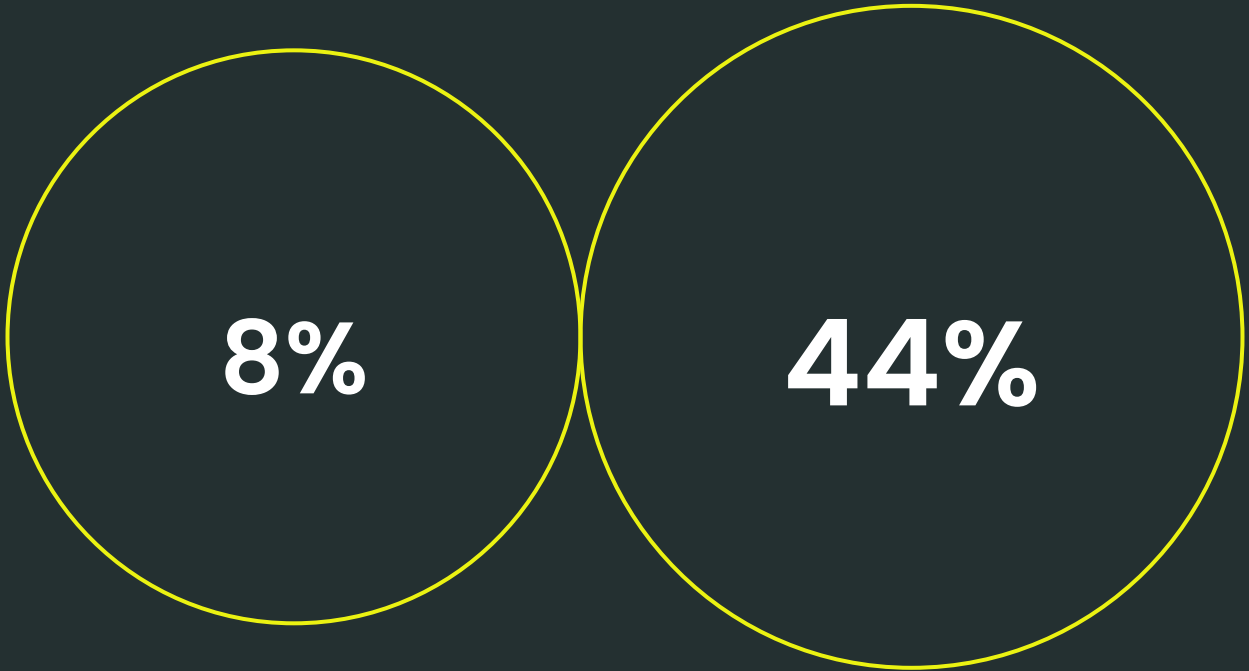
**Send tailored, thoughtful
follow-ups with AI insights**

**Your meeting is only as
good as its follow up**



On average, how many meetings does it take to close a deal?





8%

of salespeople have
more than five follow-up
touches

44%

give up after one
follow-up call



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.



**Optimize your
sales process with
analytics & automation**

Anchor performance feedback in data



Translating Conversation Analytics

Talk ratio: Average time spoken across calls during the selected period

30/70

Discovery call

60/40

Negotiation call

40/60

Demo call

Patience: Average time between a prospect speaking and a team member taking over.

Shorter patience → **tense**
Long patience score → **disengaged**

Question rate: average number of questions asked by the seller

Customer story: Total duration of longest customer monologue

Let's do it in Apollo!

What we'll cover:

AI call summaries

Keyword trackers

Post-meeting automation

Coaching features



Q&A



Want to speak to Apollo's Sales Team?

(about a Professional or Custom Plan)

Request a Demo



Want more training?

Check out the Academy

