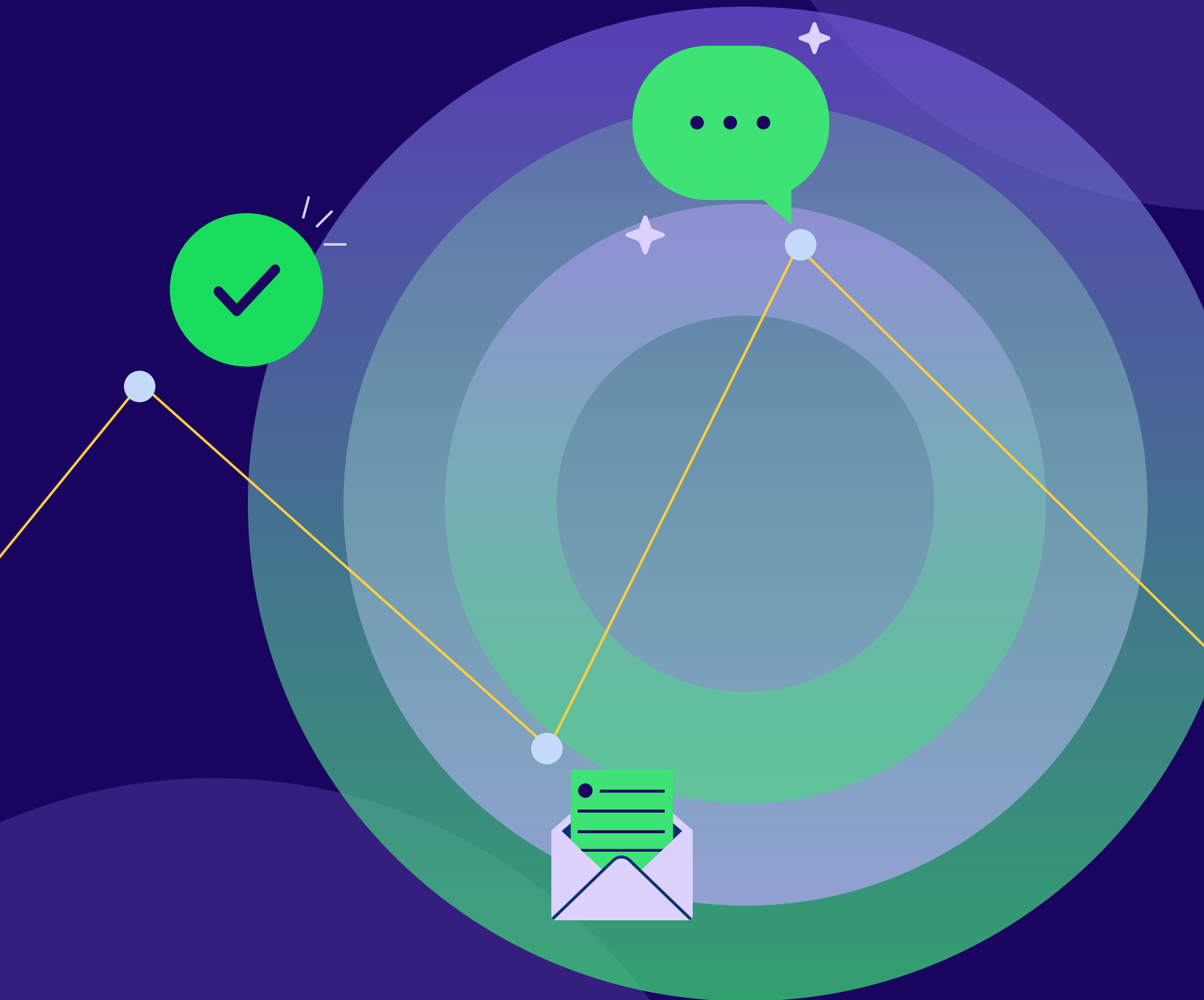


Ultimate Inbound Sales Resource Kit



Ideal Inbound Lead Flow

Lead visits your website

Fills out form

Email from sales rep to lead

Automatically routes to first available sales rep

Hi {{first_name}},

I see we have a call on the books! If you have any questions or concerns you'd like for me to know ahead of time so I can best prepare, please let me know.

Really looking forward to speaking with you!

Cheers,
{{sender_first_name}}

Meeting



Lead visits your website

Fills out form

Automatically routes to first available sales rep

Email from sales rep to lead

Do they show up to the meeting?

No

Add to the no-show sequence

Do they book a meeting?

Yes

Success!

Yes

Keep in enriched CRM for future nurture sequence

No

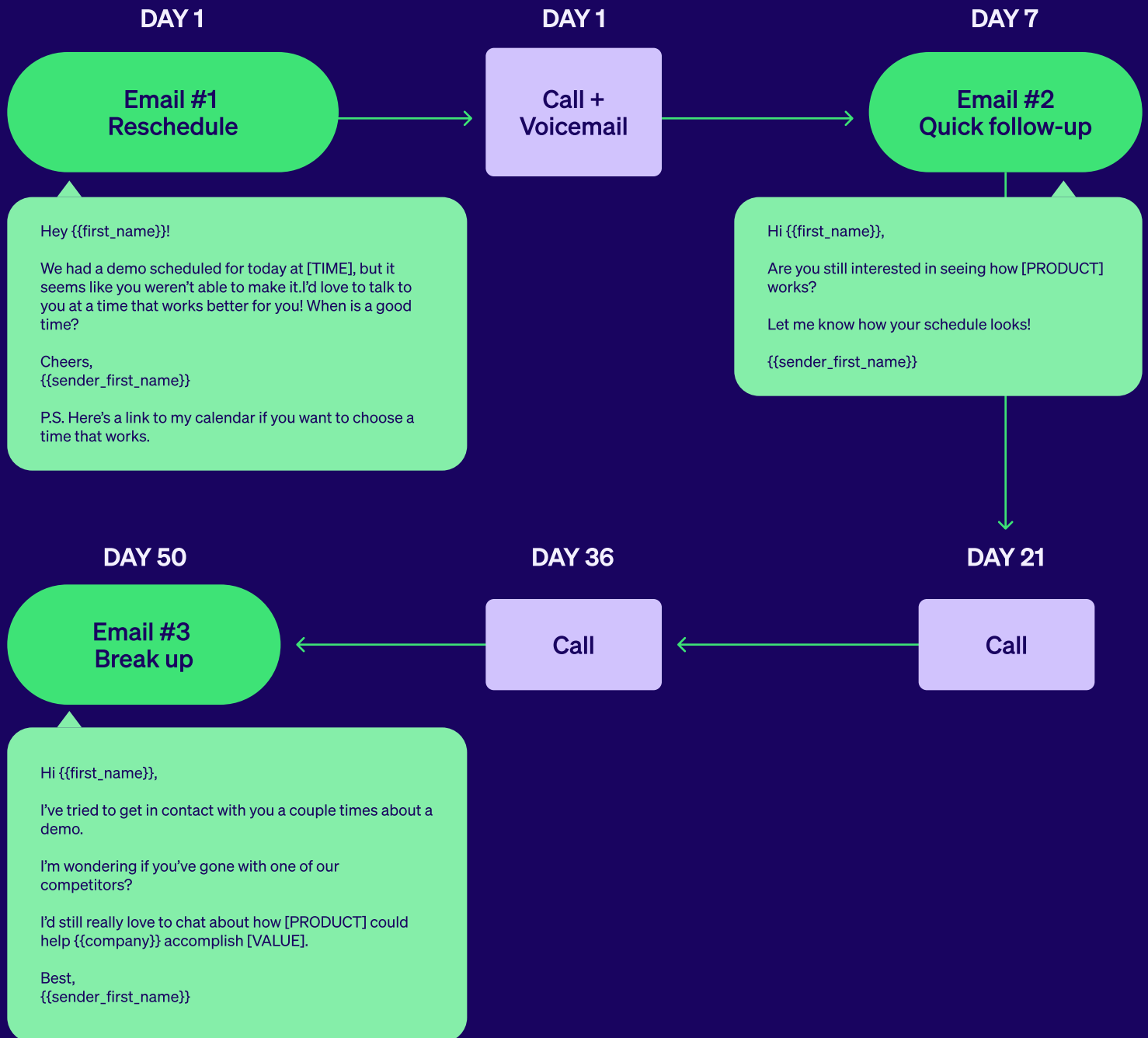
To set this up, you'll need to know how to:

- [Create a Play](#)
- [Create a Sequence](#)
- [Set up Apollo Meetings](#)
- [Set up Inbound Router](#)
- [Connect your CRM and set up enrichment](#)



6 Step No-show sequence

(Leads who booked a meeting but didn't attend)



To become a sequencing expert, read the [overview on Apollo Sequences](#) and check out [our favorite Sequencing tips, tricks, and email copy on the Apollo Academy](#).

