

LIVE WEBINAR



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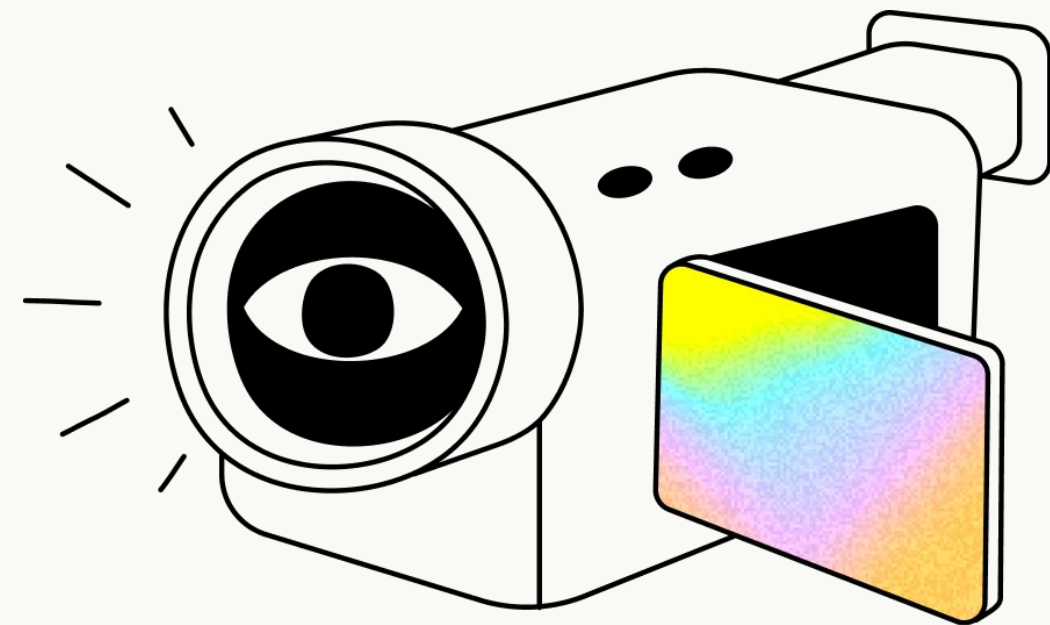


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CEO + Founder

# The Connected GTM Stack: Apollo + Claude + ChatGPT + Everything Else

POLL

What's your go-to LLM  
today?



Yes, you'll get a recording!

Check your email within 2 days



Put questions into the Q&A

Type your questions into the "Q&A" tab,  
instead of the chat

# Agenda

01 Agenda

02 Meet the speakers

03 The Problem

04 Live Demo: Apollo Anywhere in Action

05 Live Q&A + Hot Takes

# Really.

➔ **No spam.**

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

➔ **Don't be rude.**

We will delete messages and ban  
offenders at our discretion.




# Join the Apollo Community in Slack

Scan QR code or go to:




[APOLLO.IO/COMMUNITY](https://APOLLO.IO/COMMUNITY)



# Resources

Powered by  Goldcast  

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  
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LOOK IN THE DOCS TAB →

# Meet the speakers



Andy McCotter-Bicknell  
Lead Product Marketing  
Manager



John Barrows  
CEO + Founder



Zack Deris  
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# Apollo MCP, available to all

→ Go to market faster with better leads



**Andy  
McCotter-Bicknell**

Lead Product  
Marketing Manager

# Three things the best AI-native reps never stop doing

01

## Lead with a point of view

AI gets you in the door faster. But the best reps still lead with insight, not just personalization.

02

## Know when to hand it to a human

AI handles the research. The rep handles the relationship. Know where the handoff is.

03

## Stay genuinely curious

The reps who win with AI aren't the ones who automate the most — they're the ones who ask the best questions.

The problem with today's GTM stack

# AI has distributed how sellers work — not consolidated it

## HOW SELLERS ACTUALLY WORK TODAY

Sellers are thinking inside ChatGPT, drafting inside Claude, and researching inside Perplexity — all while context-switching back to Apollo

## THE COST OF THE TAB SWITCH

The tools that win are the ones that show up where your attention already is.  
Every extra tab costs you focus, speed, and deals.

# Apollo's Bet

**We made a different bet.**  
Apollo should be open, simple, and available  
everywhere your team already works.

# Turn research into a qualified target list in minutes

01

## Discover

### **Describe your ICP in plain English**

"Find 25 VP Sales leaders at Series B SaaS companies in New York with 100–500 employees."

ChatGPT searches Apollo and returns verified prospects instantly.

02

## Research

### **Go beyond titles**

"Show engineering, sales, and RevOps headcount for the top accounts."

Use organizational signals to prioritize accounts before outreach.

03

## Build

### **Create a ready-to-work prospect list**

Enrich contacts, reveal emails, and generate a target account list without leaving the conversation.

04

## Enrich

### **Need verified emails? Keep the conversation going.**

"Enrich [person A], [person B], [person C]." Contacts enriched in seconds using Apollo credits — no exporting, no re-uploading.

05

## Add to Sequence

"Add these leads to my sequence, [sequence name]." Claude becomes a true outbound command center — research, enrich, and execute in one flow.

# Prospect anywhere you browse

01

## Identify

**Visit any company website or LinkedIn profile**

Apollo automatically surfaces company and contact intelligence while you browse.

02

## Capture

**Reveal the right people instantly**

See decision makers, verified contact information, and account context without opening Apollo.

03

## Act

**Add prospects directly to Apollo**

Save contacts, create accounts, and launch workflows from the browser where research happens.

# Automate Apollo from the command line

01

## Query

### **Search Apollo without leaving your terminal**

Find contacts, filter by ICP criteria, and get results in seconds — no browser needed.

02

## Extract

### **Pull exactly the data you need**

Get contact details, firmographics, and signals piped straight into your scripts or pipelines.

03

## Automate

### **Run Apollo actions from anywhere code runs**

Enrich records, add to sequences, and update contacts without manual steps or the UI.

# Stop guessing. Start warm outbounding.

## 01 Research Smarter

- Find ideal prospects using natural language
- Analyze accounts and buying signals instantly

## 02 Execute Faster

- Search and enrich prospects in real time
- Create contacts and update CRM records
- Launch sequences directly from the conversation

## 03 Act Anywhere

Act wherever you work—ChatGPT, Claude, Chrome, and more



Interest in seeing how Apollo can work for your team?

# Talk to our sales team!

[apollo.io](https://apollo.io)

DROP YOUR QUESTIONS IN THE Q&A TAB — NOT THE CHAT

# Q & A

Q+A

What's the #1 play you'd tell every SDR to set up using Apollo Anywhere?

Q+A

How do you keep  
AI-generated outreach from  
sounding like AI-generated  
outreach?

Q+A

As AI becomes more capable,  
how do you see the size and  
structure of sales teams  
changing over the next three  
years?

Q+A

How long does it typically take to set up a play using tools like ChatGPT, Claude, or Perplexity?

Q+A

Which connector has surprised you most — one you didn't expect to love but now use every day?

Q+A

Is personalization at scale  
actually possible, or are we  
just automating mediocrity  
faster?

Q+A

# What does a good Apollo workflow look like for an AE vs. an SDR

Q+A

What's the skill that separates a good AI-assisted rep from a great one?