

# 5 Ways to Win More in 2024



# 1. How to find better leads

Learn more

Get an in-depth walkthrough:

[5 Ways to Find Better Leads and Automate Prospecting.](#)

Prefer reading?

Explore [How to up-level your prospecting in Apollo](#), which showcases helpful filters like *years in current role* and *headcount growth* — and how to use the [Apollo Data Health Center](#) to identify who from your target market is missing from your CRM.

To Do

Set up what you saw in the webinar with these how-to's:

- [Create a persona](#)
- [Create and subscribe to saved searches](#)
- [Set up and use Signals](#)
- [Understand buying intent](#) and [leverage buying intent in Apollo](#)
- Use the [Apollo Chrome Extension](#) across LinkedIn, Gmail, Google Calendar, Salesforce, HubSpot and more.
- [Create lead scores](#) to automatically categorize contacts and accounts by priority/fit
  - On Professional and Custom plans, you can also use [Apollo's Auto-Scores](#), which use AI-generated scores to quickly identify



the contacts with the highest chance of success. [Learn more about the power of AI-powered lead scoring.](#)

## 2. How to book more meetings

### To Do

First, make sure you can reach all your great leads in the first place by properly configuring your mailbox settings. Go through our [Cold Email Deliverability Checklist](#).

### Learn More

Dive deeper into the many details of email deliverability with these webinars:

- [Mastering Deliverability: How to Avoid the Spam Folder](#)
- [Why Your Emails Land in Spam — and How to Fix It](#)

See [how to set up 5 different sequences](#) to book more meetings. Then, head to our [Sales Sequences Resource Kit](#) to grab sample email copy for each of the sequences or get inspired by these [3 examples of high-performing sequences](#).

### To Do

Set up what you saw in the webinar with these how-to's:

- [Create a Sequence](#)
- [Add contacts to a sequence](#)



- [Add and complete LinkedIn tasks in a sequence](#)
- [Configure the Dialer](#)
- [Create tasks](#)

Or [watch this how-to video](#) that walks you through how to build sequences with automatic or manual emails, phone calls, and LinkedIn touches.

 Watch the full 7-video course, [How to Find Leads and Book Meetings with Apollo](#), for a comprehensive guide to setting up and using Apollo to hit your growth goals.

## 3. How to hold more meetings

[Learn More](#)

Automating follow-up can help you increase your meetings held rate. Learn how to automatically add leads who have booked meetings or don't show up to follow-up sequences [in this webinar](#) (it's about inbound sales but these sequences apply to outbound as well!).

Grab [sample email copy](#) to adapt to follow up with:

- leads who have booked a meeting
- no-shows (in a 6-step sequence)



## To Do

Set up what you saw in the webinar with these how-to's:

- [Set up Meetings in Apollo](#)
- [Manage your meetings in Apollo](#)
- [Easily add meeting links in Gmail](#) via the Apollo Chrome Extension

# 4. How to increase your closed won %

## Learn More

Leverage data from your sales calls to learn how to sell better — [here's how to get more out of your call recordings](#) to improve your sales game and send better follow-up emails, more consistently.

## To Do

Set up what you saw in the webinar with these how-to's:

- [Set up Conversations in Apollo](#)
- [Video walkthrough of setting up Conversations](#)



## Sales call follow-up

Hi {{first\_name}},

Thanks for joining the call — here's a link to the recording for your reference.

Today we talked about: [insert recap of call]

Here's what we agreed on for next steps: [insert list of next steps].

I'm excited to chat: [insert details for next meeting]

Let me know if you have any questions!

Cheers,  
{{sender\_first\_name}}

 Are you an AE? Watch the full course [How to Win More Deals with Apollo](#) to learn how to close more deals with Apollo.

# 5. How to track your deals

## To Do

Set up what you saw in the webinar with these how-to's:

- [Set up Deals in Apollo](#)
- [Create a new deal and deal tasks](#)
- [Create a Play](#)

## "Raise the dead" sequence

Set up automation with Apollo Plays and Deals to kick off a multi-channel sequence 6-12 months after an opportunity is Closed/Lost. Here are some copy templates for the email touches.

### Email #1

Hi {{first\_name}},

["You" / previous contact] had explored [insert your company name] back in [date].

I'm reaching out because there have been some pretty big leaps in our product since then: [summarize main product improvements].

[insert your company name] offers:[State core value proposition(s)] to help you [state challenge you address].

I'd love to learn about what goals you're chasing in the rest of {{now\_year}} and discuss how [insert your company name] can get you there.

If you're up for a chat about this I'd be thrilled to find a time whenever is convenient for you.

Cheers,  
{{sender\_first\_name}}

### Email #2

Hi {{first\_name}},

Quick yes or no is fine. Do you need help with [insert value proposition]?

I'd love to restart our conversation to show you the new ways <company> can get you there.

Cheers,  
{{sender\_first\_name}}



### Email #3

Hi {{first\_name}},

Many [team name] teams periodically review their [insert your type of solution] to make sure they're getting results.

If that's the case at {{company}}, now might be a good time to review.

[insert your company name]'s product has seen a few exciting leaps and helped customers like [case study customer company] do [case study result].

Let me know if you're down for a chat to explore how we can deliver similar outcomes for {{company}}.

Best,{{sender\_first\_name}}

### Email #4

Hi {{first\_name}},

I've tried to get in touch with you a few times but it seems like you might be on vacation. Quick note for when you get back. [insert your company name] helps [insert succinct value proposition].

Does that sound even a little like something you need?

Cheers,  
{{sender\_first\_name}}

P.S. If you happen to be on vacation on the island of Aruba, and a woman named Francine asks about me...tell her I love her, but it will never work. I'll explain later!

 [Learn more details about this intriguing P.S. in Mastering Cold Emails with AI.](#)

