

Ice Breaker

**What's your biggest challenge  
for 2024?**

## Today's agenda

1. Housekeeping (Do these things first)

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2. Meet the host James A. O'Sullivan

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3. Setting up Apollo for 2024

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4. Q&A

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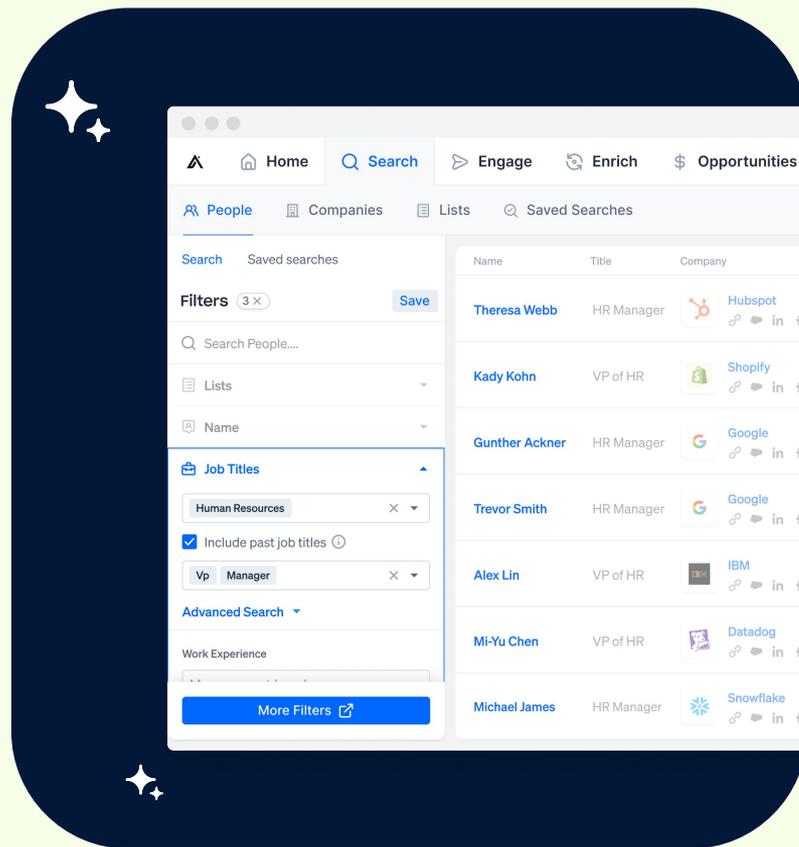
# 5 Ways to Win in 2024



# The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

 **stripe**  



## Quick 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

**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.**



**Want to apply what I'll show in  
YOUR Apollo? We have a  
resource kit for you!!!!**





Josh Harrison

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

Your host



**James A. O'Sullivan**

**Apollo Academy Professor**

(and recovering sales leader)

70% of sales reps are saying  
**it is harder to sell now.**

# I'll show you how to:

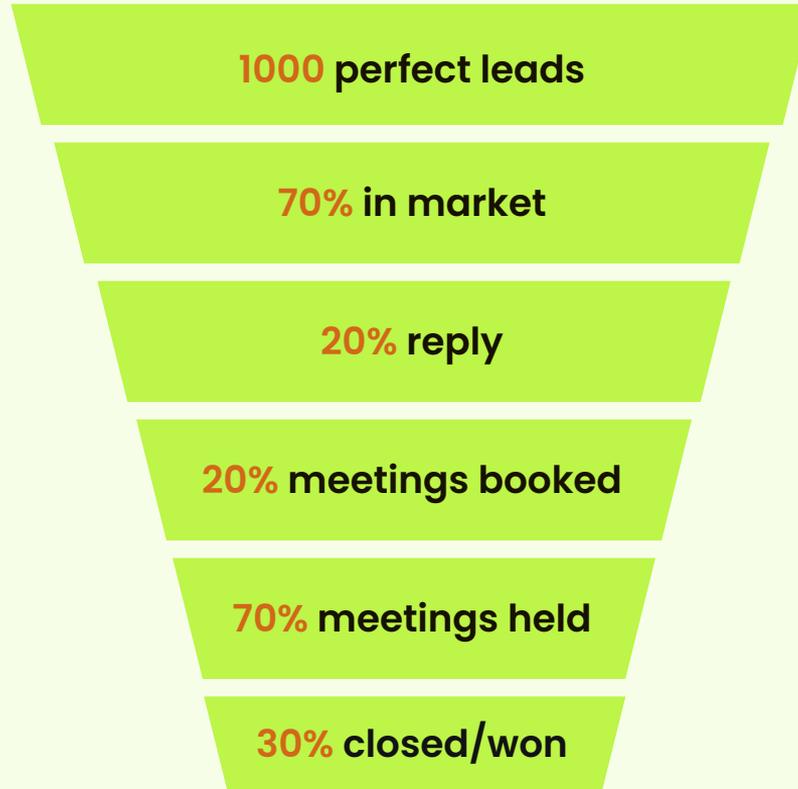
- Find better leads — with less effort
- Book more meetings
- Hold more meetings
- Close more deals
- Track and follow up on deals

# 1. Find better leads

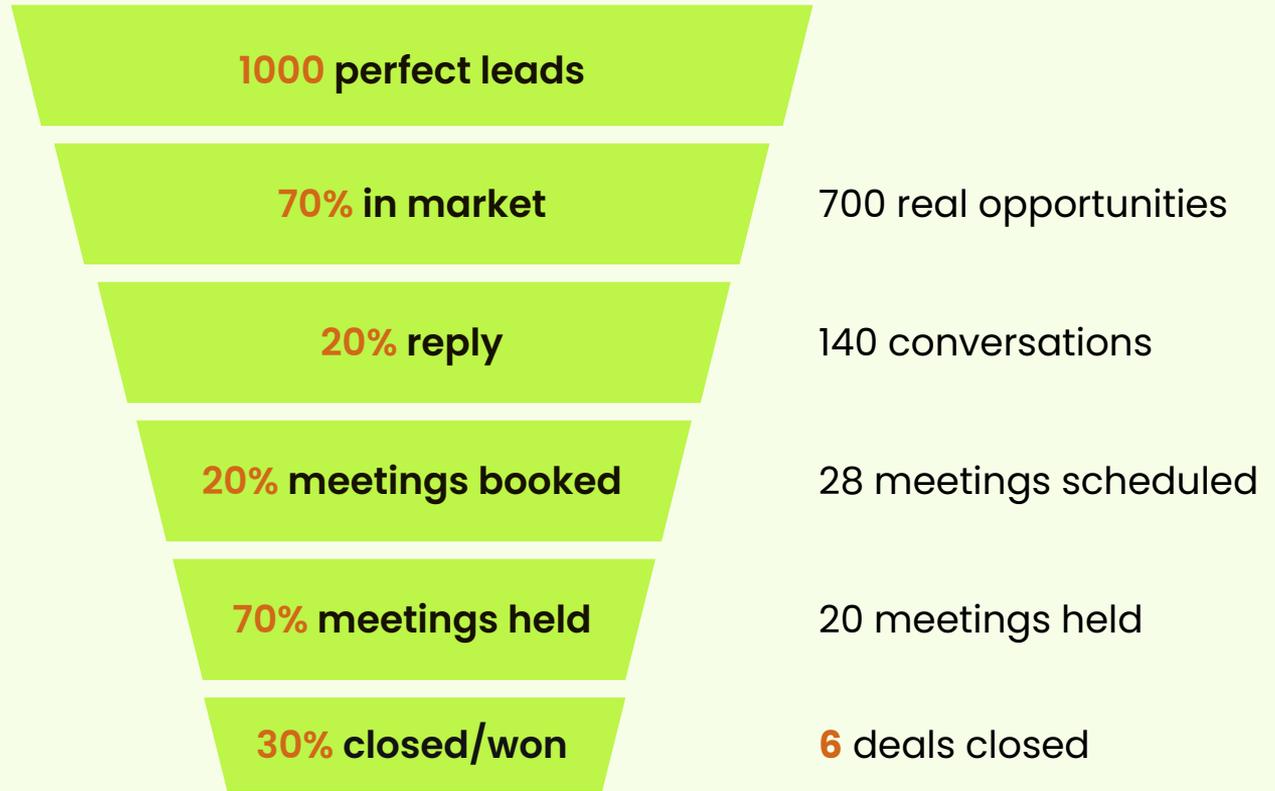
# Sales isn't a numbers game. It's a MATH game!



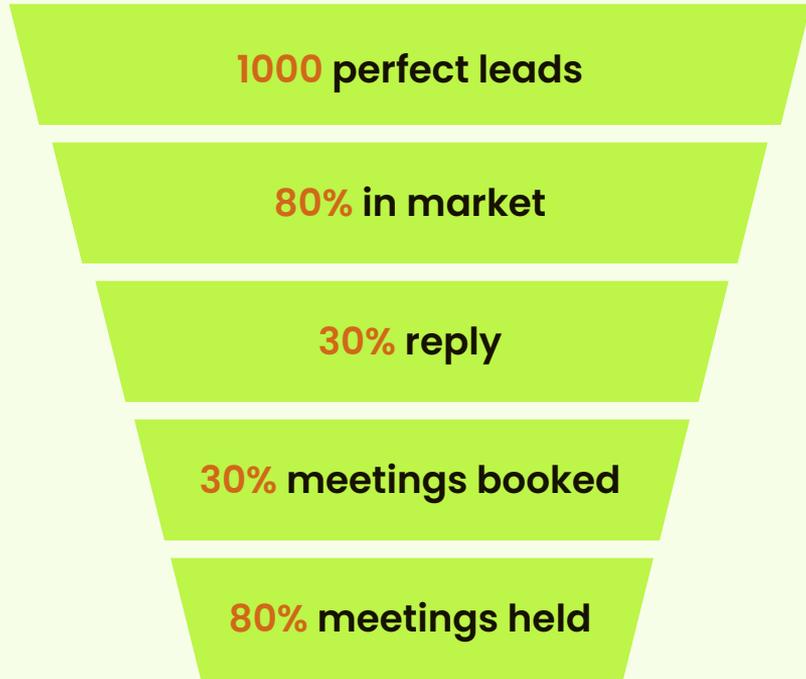
# Sales isn't a numbers game. It's a MATH game!



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# Sales isn't a numbers game. It's a MATH game!



A 10% increase here →

**80% in market**

800 real opportunities

A 10% increase here →

**30% reply**

240 conversations

A 10% increase here →

**30% meetings booked**

72 meetings scheduled

A 10% increase here →

**80% meetings held**

58 meetings held

Is a **280%** increase here →

**30% closed/won**

**17** deals closed

**Well, yeah.  
But how?**



**We're going to start by finding  
better leads.**



# Finding Better Leads

Your 'perfect' leads

A 10% increase here → % in market

A 10% increase here → % reply

A 10% increase here → % meetings booked

A 10% increase here → % meetings held

Is a **280%** increase here → % closed/won

## Here's how:

- Buyer Intent Filters
- Signals
- Lead Scoring
- Saved Searches to get alerts when new leads come in
- Organizing your lead lists for easy, fast prospecting

**Build in Apollo**

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- Buyer Intent Filters
- Signals
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- Organizing your lead lists for easy fast prospecting

**We have a resource kit for**  
**you!!!!**



## 2. Get more replies

# Finding Better Leads



Your 'perfect' leads

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A 10% increase here →

% reply

A 10% increase here →

% meetings booked

A 10% increase here →

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The game  
has changed.



# Diversify your outreach across channels for more replies

automated emails



automated emails

manual emails

calls

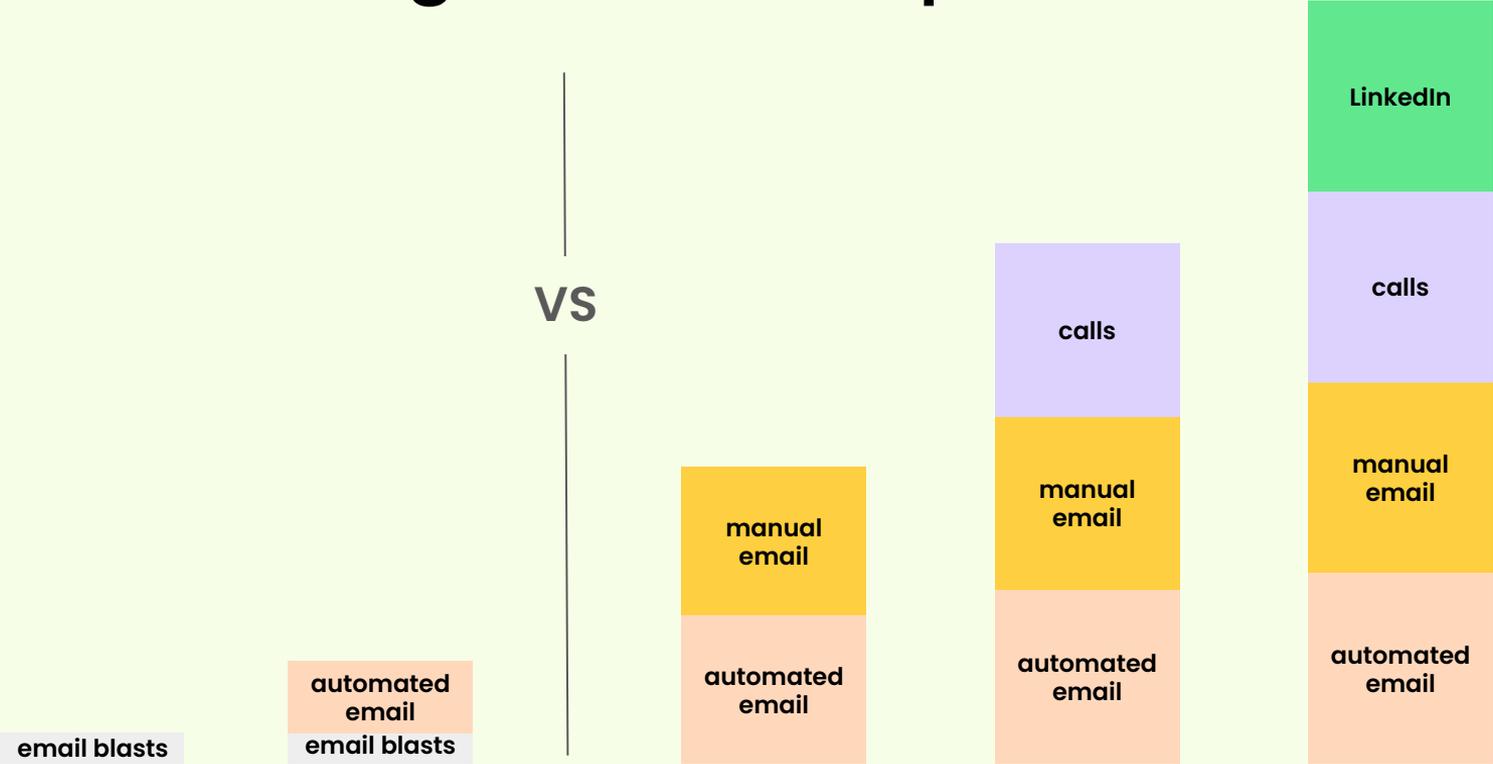
LinkedIn

events

direct mail



# Your results grow and compound.



spray + pray

better targeting

# 1000 leads with only email outreach

Reply	10
Responses	100

**Total: 100**

**Conversion rate = 10%**

# 1000 leads with only diversified outreach

	Email	Calls	LinkedIn
Reply / connect rate	10%	5%	20%
Responses	100	50	200

**Total: 350 (250% increase)**

**35% conversion rate**

# But actually: 1000 leads with only diversified outreach

	Email	Calls	LinkedIn
Reply / connect rate	25%	8%	25%
Responses	250	80	250

**Total: 580 (480% increase)** 🔥

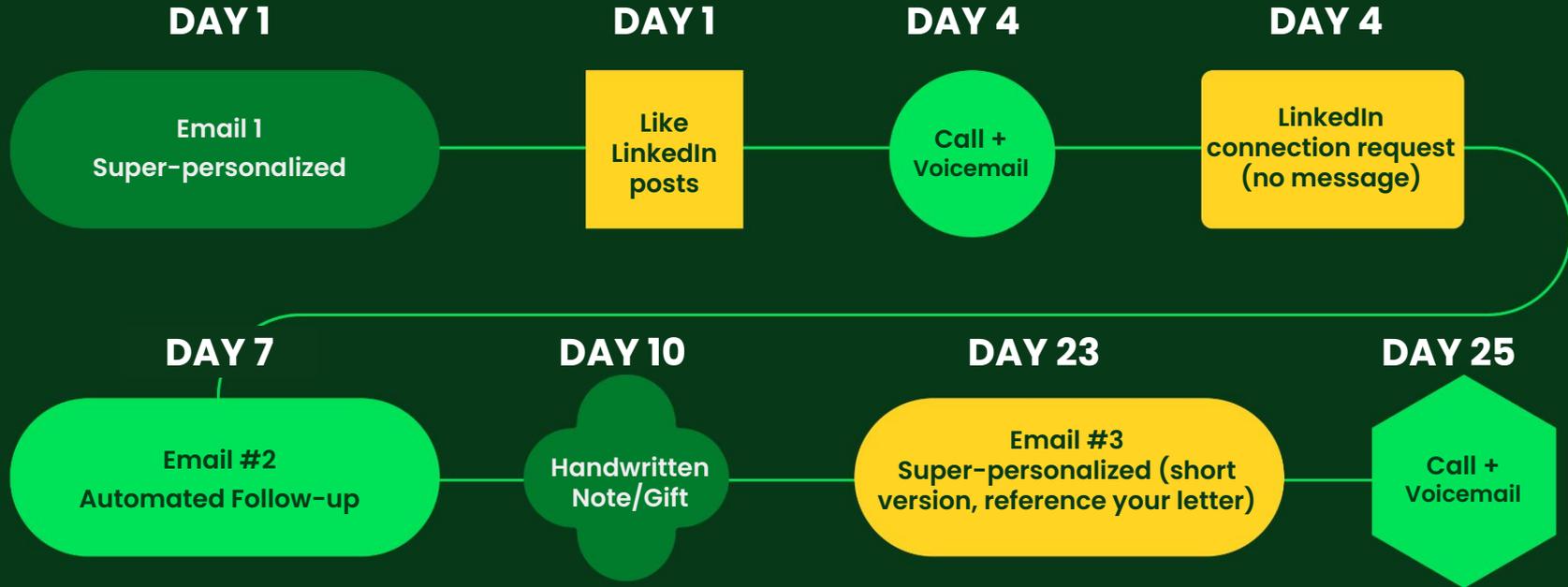
**58% conversion rate**



**This gets you off the hamster wheel.**



# ✨ High-touch Sales Sequence ✨



# Finding Better Leads

Your 'perfect' leads

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% in market

A 10% increase here →

% reply

A 10% increase here →

% meetings booked

A 10% increase here →

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## Here's how:

- Create high, medium, and low priority sequences
- Include cold-call steps
- Include LinkedIn touches
- Include manual AI-assisted emails
- Include super-high-touch tasks like handwritten letters

**Build in Apollo**

**We have a resource  
kit for you!!!!**



## Here's how:

- Create high, medium, and low priority sequences
- Include cold-call steps
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## **3. Book & hold more meetings**

# Finding Better Leads



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% in market

A 10% increase here →

% reply

A 10% increase here →

% meetings booked

A 10% increase here →

% meetings held

Is a **280%** increase here →

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Meetings Booked = 😊

Meetings Held = 😎

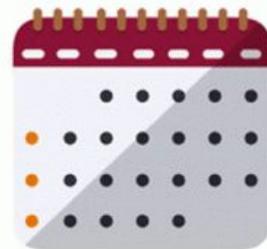
~30% of meetings  
booked don't show!!!



**So, what do  
we do?**



1. Make it easier to book time on your calendar
2. Make it easier to reschedule with you



# Bonus! Automatically follow up with no-shows

no-show sequence example

**DAY 1**

Email 1 to Reschedule

**DAY 1**

Call + Voicemail

**DAY 7**

Email 2 Quick follow-Up

**DAY 14**

Call

**DAY 21**

Call

**DAY 36**

Call

**DAY 45**

Call

**DAY 50**

Email #3 Break-up

## Here's how:

- Set up different meeting types in Apollo
- Include calendar links in your email replies
- Share your calendar link anywhere on social
- Set up sequence for meeting no shows

**Build in Apollo**

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## **4. Increase your closed won**

# Finding Better Leads



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% in market

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% reply

A 10% increase here →

% meetings booked

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Is a **280%** increase here →

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**Bring those  
deals in with call  
recording &  
coaching.**

Successful sales coaching  
increases deal size and win  
rates by

**25%-40%**



## Here's how:

- Set up “conversations” meeting recorder
- Send follow-up with meeting summary + next steps
- Start self and peer feedback sessions

# Build in Apollo

**We have a resource kit**  
**for you!!!!**



**5. Keep track of your deals.**

**Every deal.**

**Every detail.**

**Nothing falls  
through the  
cracks.**

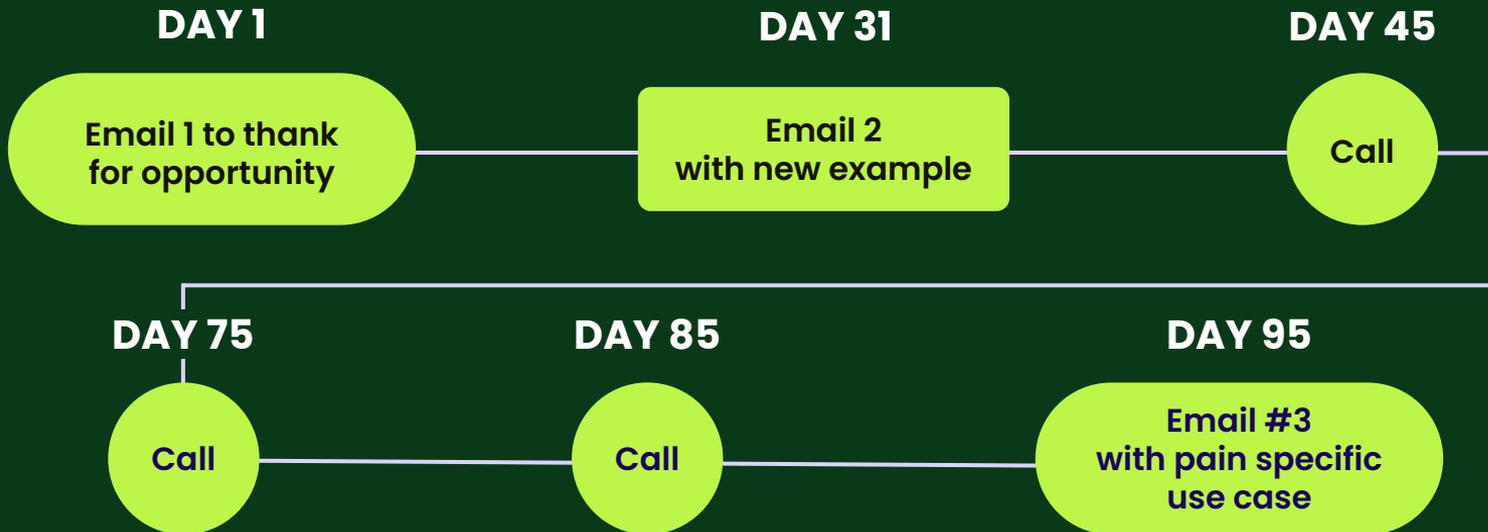


TIME SPENT PRIORITIZING LEADS  
AND OPPORTUNITIES:

**9.2%**

# Bonus! Automatically nurture your closed lost deals

## Closed lost nurture sequence example



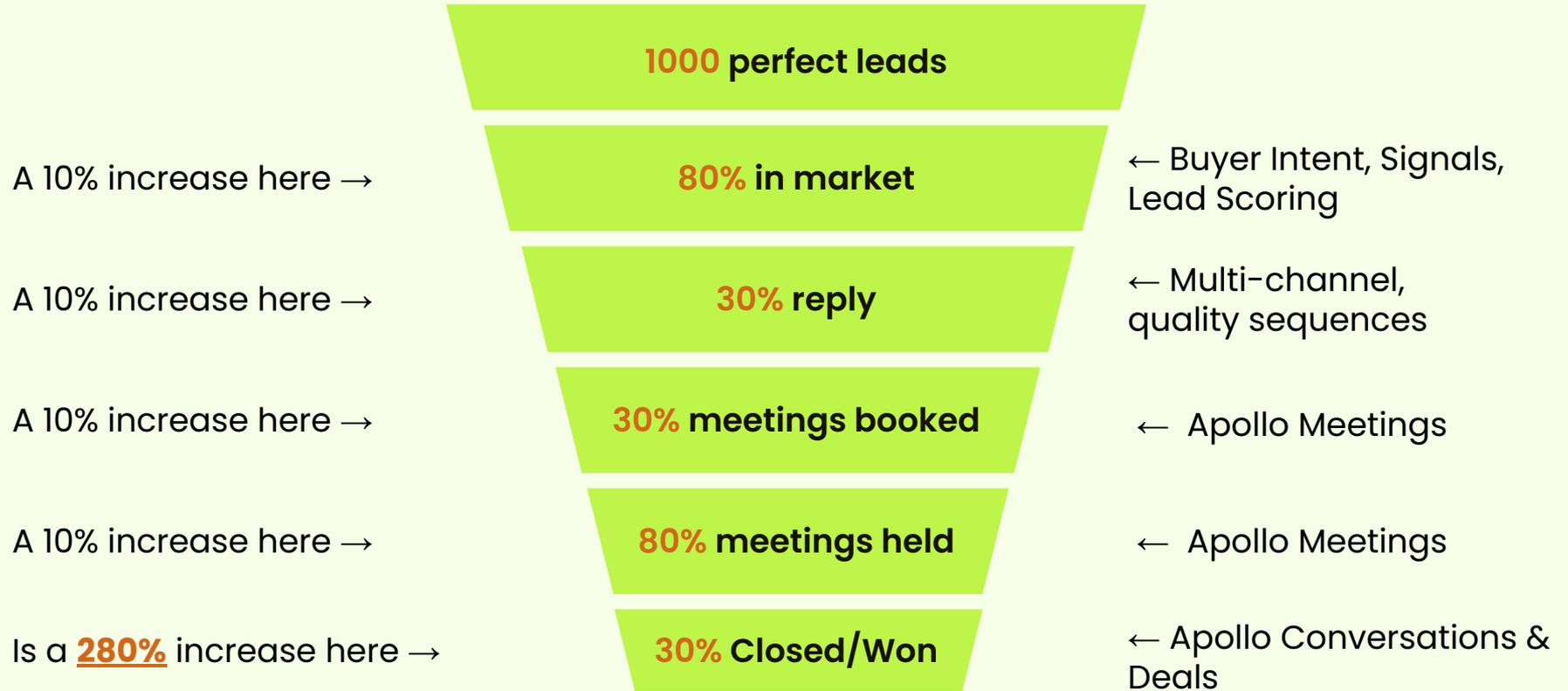
## Here's how:

- Track all deals in 1 place
- Set up sequence to automate closed lost nurturing
- Prioritize deal follow-up through tasks

**in Apollo**

# Wrap up

# Sales isn't a numbers game. It's a MATH game!



# Your year....

without this setup:

- Lower-quality leads
- Leaky funnel
- Lower close rate
- Hamster-wheel days



VS

with this setup:

- Better leads
- Efficient funnel
- More time selling (and closing)
- A shot to close every opportunity



## Why get the Professional or Custom Plan?

Starts at \$79 a month (annually), \$99 a month

### Access to:

- Up to 9+ buying intent topics when searching for leads
- Multiple mailboxes per user
- Advanced sequences (includes manual emails, LinkedIn tasks, call tasks)
- Email A/B testing
- Dialers
- Call recording & conversation intelligence
- Auto-scoring

# Q&A

# Thank you

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We'd love to hear your feedback!

Follow us on

