

Ice breaker

What's the highest number of cold calls you've made in a single day?

 Apollo.io

Today's Agenda

01.

Housekeeping

Do these things first

02.

Meet the host

Josh Garrison

03.

How to Win at Cold Calling

With **Anthony Balestras**

04.

Cold Calling + SDR Management

05.

How to Cold Call at Scale in Apollo

Find numbers, make dials, coach reps, and get \$\$\$

06.

Q&A

Perfecting the
Cold Call:
**How to Win on
the Phones**

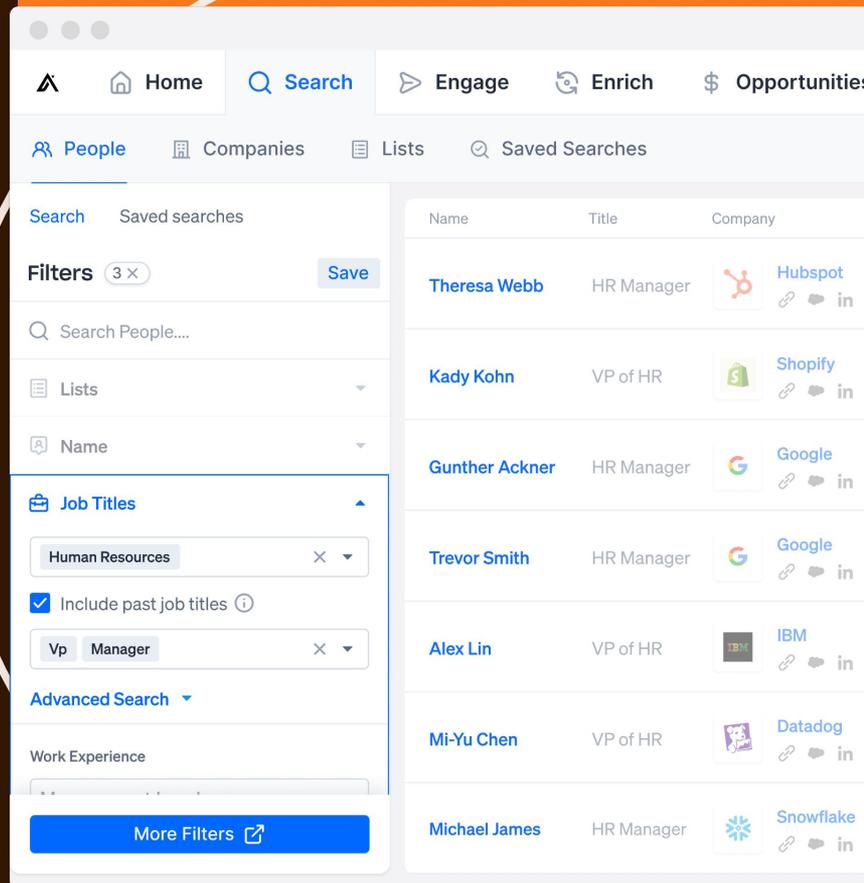


Apollo.io

The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

 AUTODESK  stripe  DocuSign  RIPPLING



The screenshot displays the Apollo.io search interface. At the top, there are navigation tabs for Home, Search, Engage, Enrich, and Opportunities. Below these are secondary tabs for People, Companies, Lists, and Saved Searches. The main content area is divided into a left sidebar for filters and a right pane for search results.

Filters:

- Search: Saved searches
- Filters: 3 x (Save)
- Search People...
- Lists
- Name
- Job Titles**
 - Human Resources x
 - Include past job titles ⓘ
 - Vp Manager x
- Advanced Search ▾
- Work Experience
- More Filters ↗

Search Results Table:

Name	Title	Company
Theresa Webb	HR Manager	Hubspot
Kady Kohn	VP of HR	Shopify
Gunther Ackner	HR Manager	Google
Trevor Smith	HR Manager	Google
Alex Lin	VP of HR	IBM
Mi-Yu Chen	VP of HR	Datadog
Michael James	HR Manager	Snowflake

Quick Housekeeping



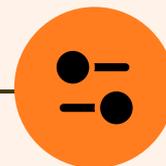
Get Your Recording

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



No Questions in the Chat

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



Mute Notifications

Click on the bell icon at the top right corner of your "Questions Box Window"

Your host



Josh Garrison

Head of Content Marketing

(and recovering sales leader)

Apollo

Your host



Anthony Balestras
Cold Calling Expert and
SDR Leader
Orum

Rule #1

Control what **you** can control



this is consistency



but so is this

2.5 hrs. of cold calling



Rep Performance Stats ⚙️



Name	Dials	Connects	Conversations	Meetings	Talk Time	Dial Time	Session Time	
AB Anthony Balestras	233	31	11	5	34m	42m	2h 33m	

100
Dials

7
Callbacks

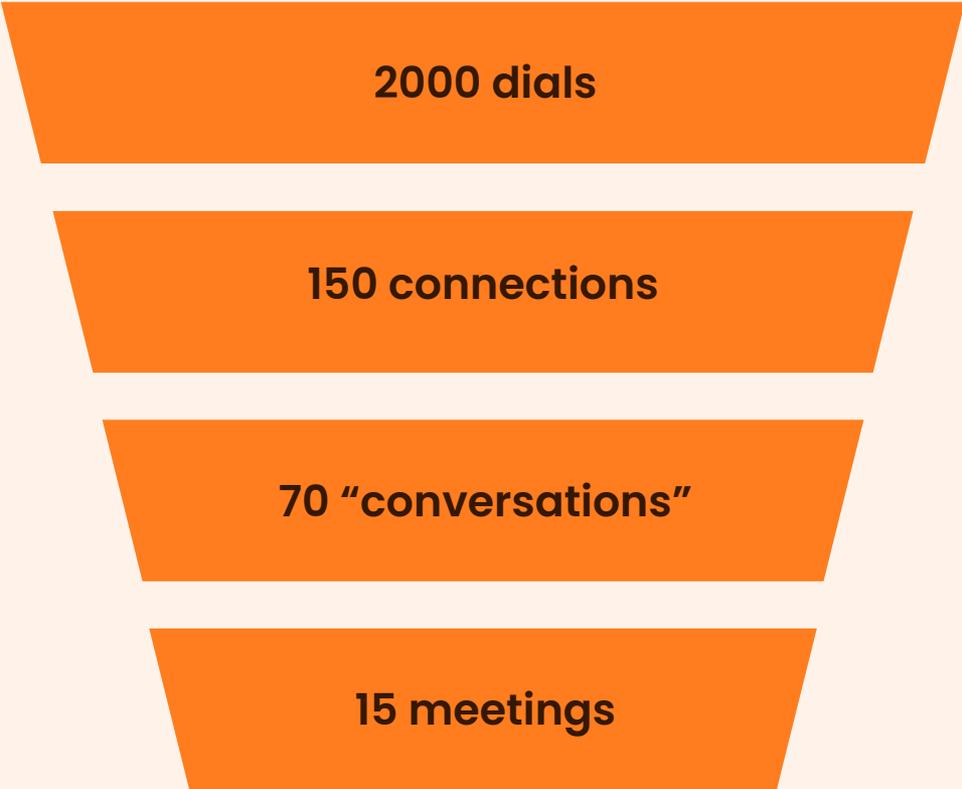
9
Connects

5
Conversations

2
Meetings



30 min of cold calling



2000 dials

150 connections

70 "conversations"

15 meetings

The #1 secret of cold calling?

“Hi, this is Anthony from Orum. How are you doing today?”

Tone is everything.

**Remember, your pitch is a
performance.**



Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Record your pitch	Practice 25x & record the 25th	Record your pitch again & compare to Day 1				

Pre-call research

Search People...

Filters [Load](#) [Save & Subscribe](#)

- Lists
- Persona
- Name
- Signals
- Job Titles
- Company
- Location
- # Employees
- Industry & Keywords
- Buying Intent New!
- Email Status
- Owner
- Technologies
- Revenue
- Funding
- Job Postings
- Sequence

Josh Garrison 27

Head of Content Marketing at [Apollo.io](#)

[Add to Sequence](#)

More   Email 

Not present in any list. [Add To List](#)

Work History

-  **Apollo.io**
Head of Content Marketing
/ Current
-  **Teamflow**
Head of Revenue 2 Roles
/ 2022
-  **Autodesk**
Sr. Growth Marketing Manager 2 Roles
/ 2021

[Show more](#)

Contact Stage: **Interested**

Contact Owner:  Hubspot Integration User
sfdc_hubspot_user@apollo.io

Engagement: 12 Inbound · 8 Outbound

Last 12 Months: 

Location: San Francisco, California

Local Time: Mar 17, 2023 10:01 AM

**What does all of this look like
in practice?**

Hey {{first name}}, it's Anthony from Orum, they keeping you busy today?

Look I know I caught you cold here — do you mind if I level with you quickly and you can let me know if you think it's worth a follow-up?

← **Ask for their time**

I saw you were heading up sales at {{company}}, wanted to introduce Orum if you had a minute

Orum is a live conversation & enablement platform that gets your sales team into more live conversations. We're bringing reps **10x more strategic conversations a day** by integrating with tools like {{CRM}}

← **The pitch**

So {{first name}}, how's lead gen looking for the team in 2023? **Wait for answer**

Awesome, well if I could get them more connects than {{what they said}} would it be worth a 30-minute walkthrough of how Orum works?

← **Make the request**

**But — what if they don't let
you get **that far**?**

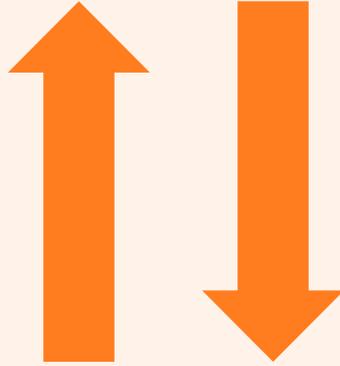
“Can I ask you **one quick question?”**



No answer?
Always leave a voicemail

Vocemails

"I sent you over an email, let me know your thoughts."



Emails

"I left you a voicemail, let me know your thoughts."

14 days, 8 calls, 4 emails

Day 1 Personalized Email Call w/ VM	Day 2 Call	Day 3 Call w/ VM	Day 4 Email	Day 5	Day 6 Call w/ VM Email	Day 7
Day 8	Day 9 Call	Day 10	Day 11 Email	Day 12 Call	Day 13	Day 14 Call + Email

**Want to create some urgency?
Try the Double Tap.**

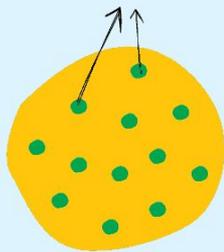
**Great cold calls require a healthy
mind and a healthy body.**

Set long term goals.

Where do you want to be in 6 months? 1 year?
5 years? 10 years?

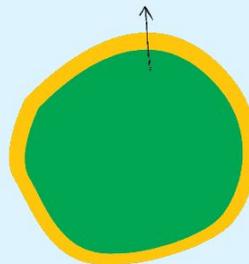
Abundance mindset

Limited opportunities
for everyone



**SCARCITY
MINDSET**

World is full of
opportunities

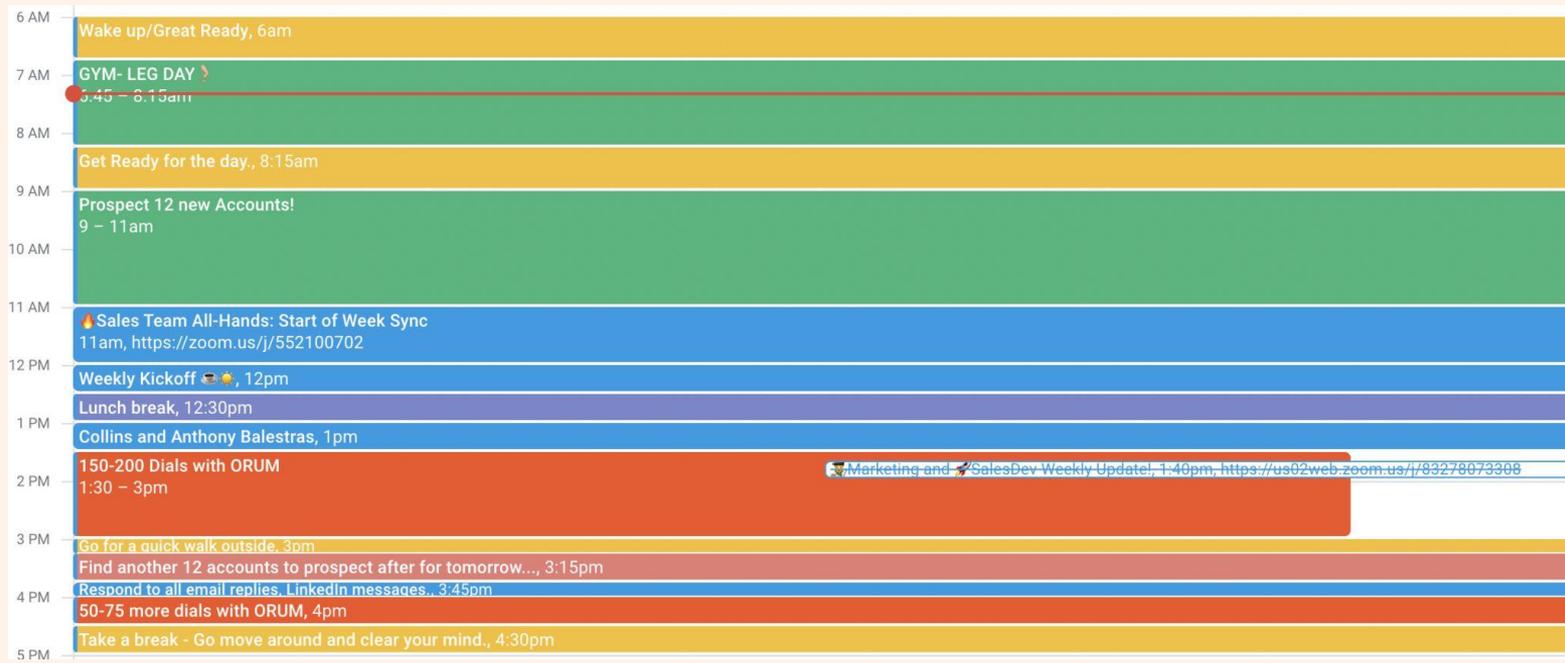


**ABUNDANCE
MINDSET**

Move your body



Get 8hrs of sleep to make these 8hrs count



**What's the role of an SDR
Manager or Sales Leader in all
of this?**

It's important for your reps to **watch you at work**, not just talk about it



**Priority #1 is to help
your team maintain a
healthy headspace in
the face of rejection**

- 1. Keep it fun**
- 2. Set up call 'power hours'**
- 3. Celebrate the wins**

Even MJ had more misses than makes



Field Goal %

49.7%

3 Point %

32.7%

How to be a great cold-calling coach



Step #1: Listen to at least 1 call per week, and take notes



Step #2: Give no more than 3 pieces of feedback



Month 1

One piece of feedback



Month 2

Two pieces of feedback



Month 3+

Three pieces of feedback

MAX

Step #3: Give feedback right away

Here's how to do it all in Apollo!

- Configure the dialer
- Find verified numbers
- Make calls
- Join calls
- Listen to recorded calls
- **NEW!** Call Intelligence
- And more

Q&A

pollo.io