

Ice Breaker

**How long does it  
take you to contact  
inbound leads?**

 Apollo.io

# Today's agenda

1. **Housekeeping** (Do these things first)

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2. **Meet the host** Josh Garrison

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3. **Inbound lead flow**

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4. **See it in Apollo**

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5. **Sequences**

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6. **Q&A**



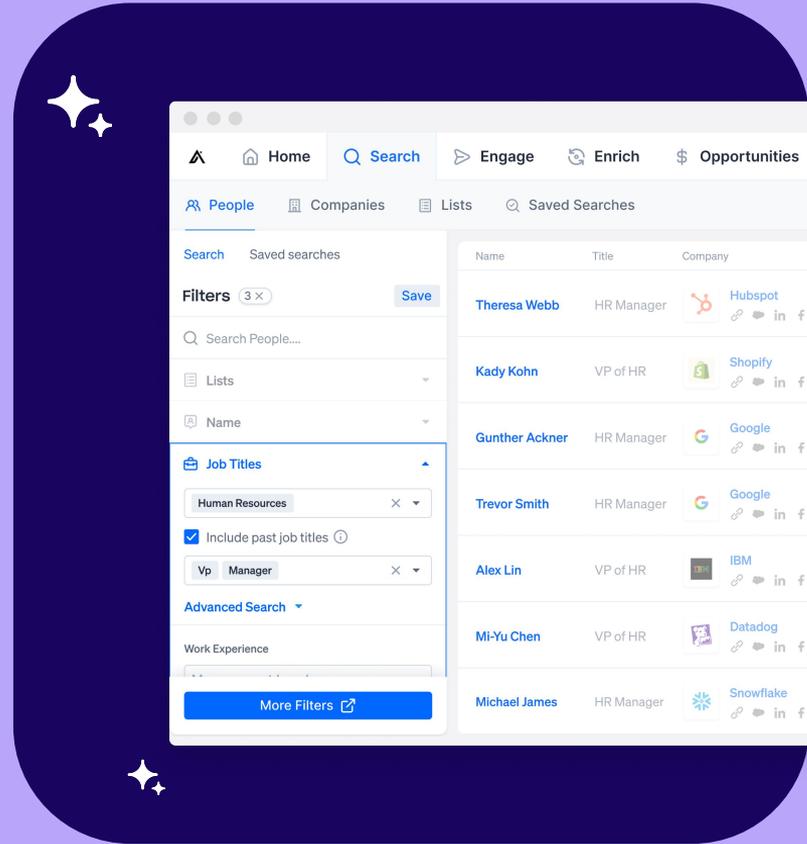
# The Ultimate Inbound Sales Process



# The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

 **stripe** DocuSign  **RIPLING**



# Quick Housekeeping

1

## Get Your Recording

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

2

## Questions go in Q&A Tab

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.**





Apollo.io

Your host



**Josh Garrison**

VP, Product Education  
& Content Marketing

(and recovering sales leader)



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



## Josh Garrison

VP, Product Education  
& Content Marketing

(and recovering sales leader)



**Outbound**

vs.



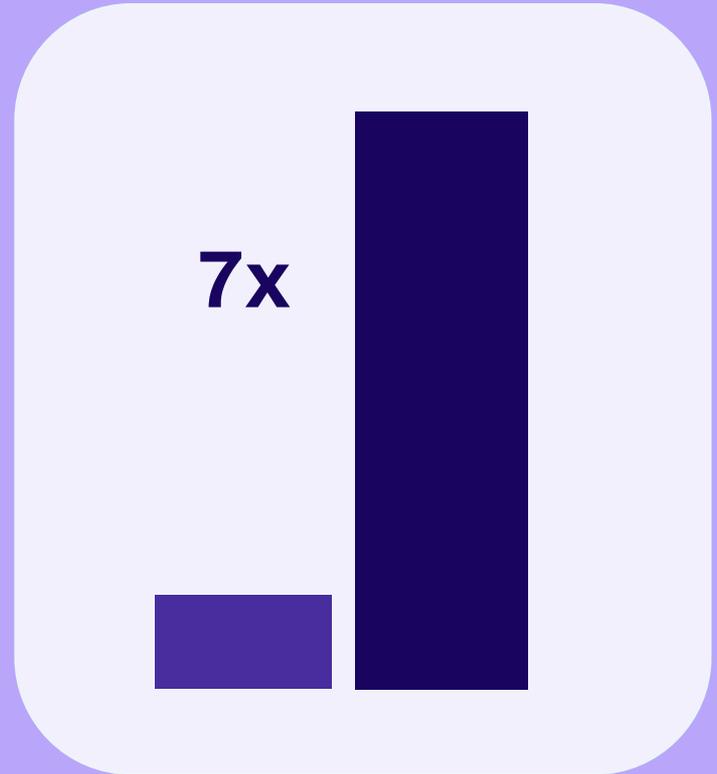
**Inbound**

**#1 most  
important rule  
of inbound?**

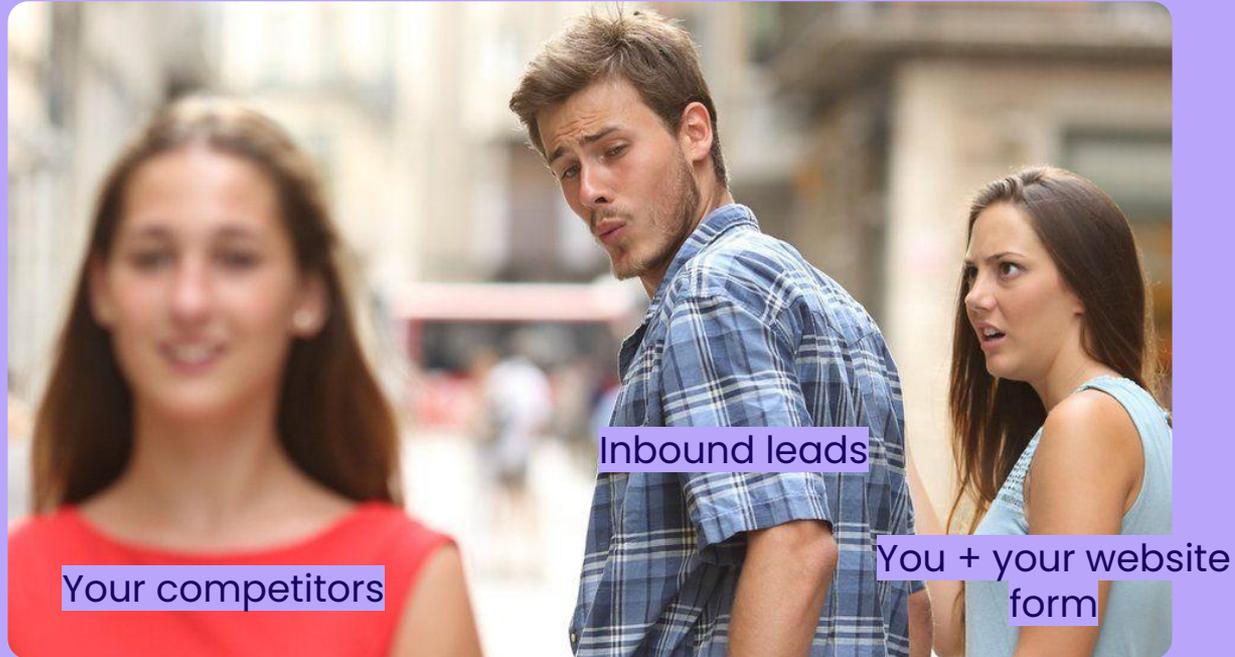
**SPEED-TO-LEAD**

Responding to inbound leads <1  
hour = **700%+ in conversations.**

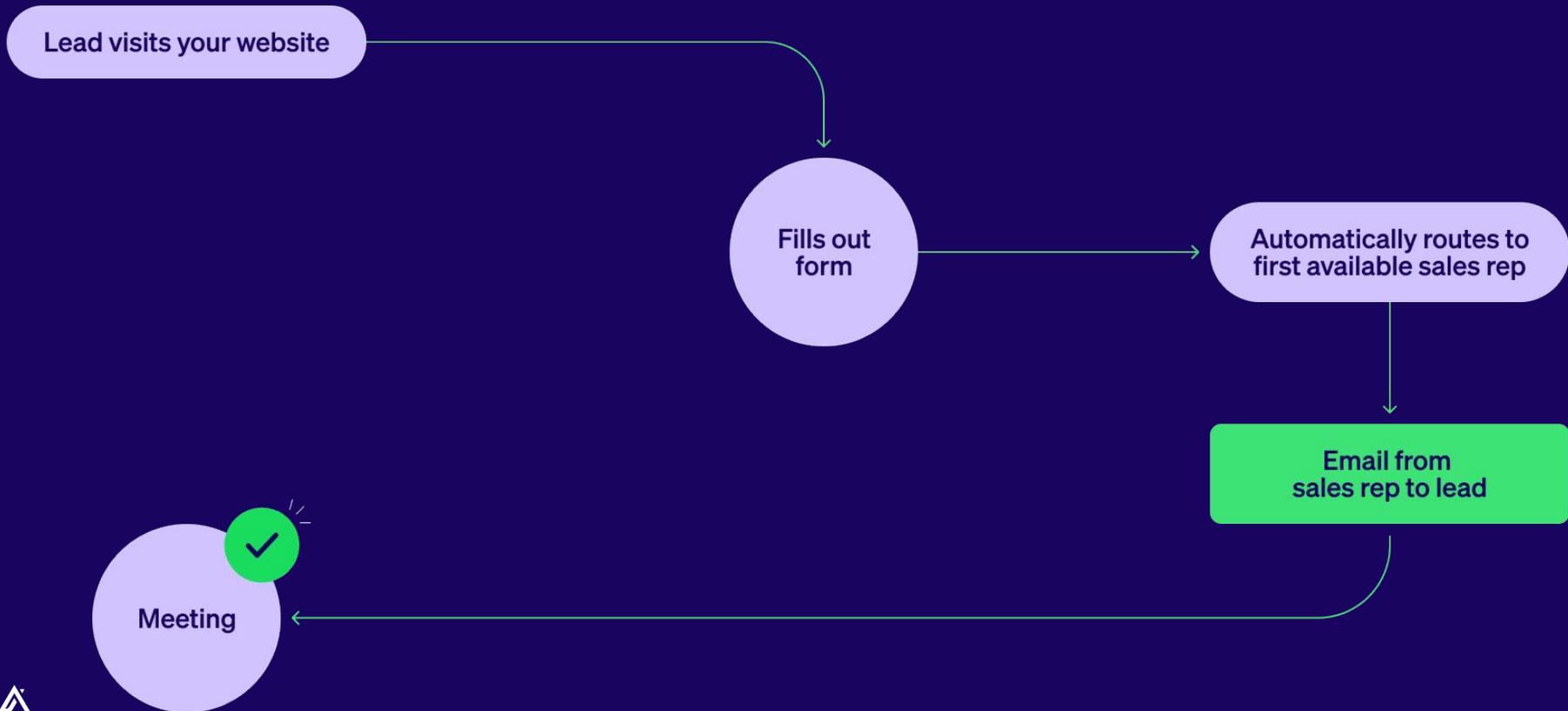
Source: [Harvard Business Review](#)



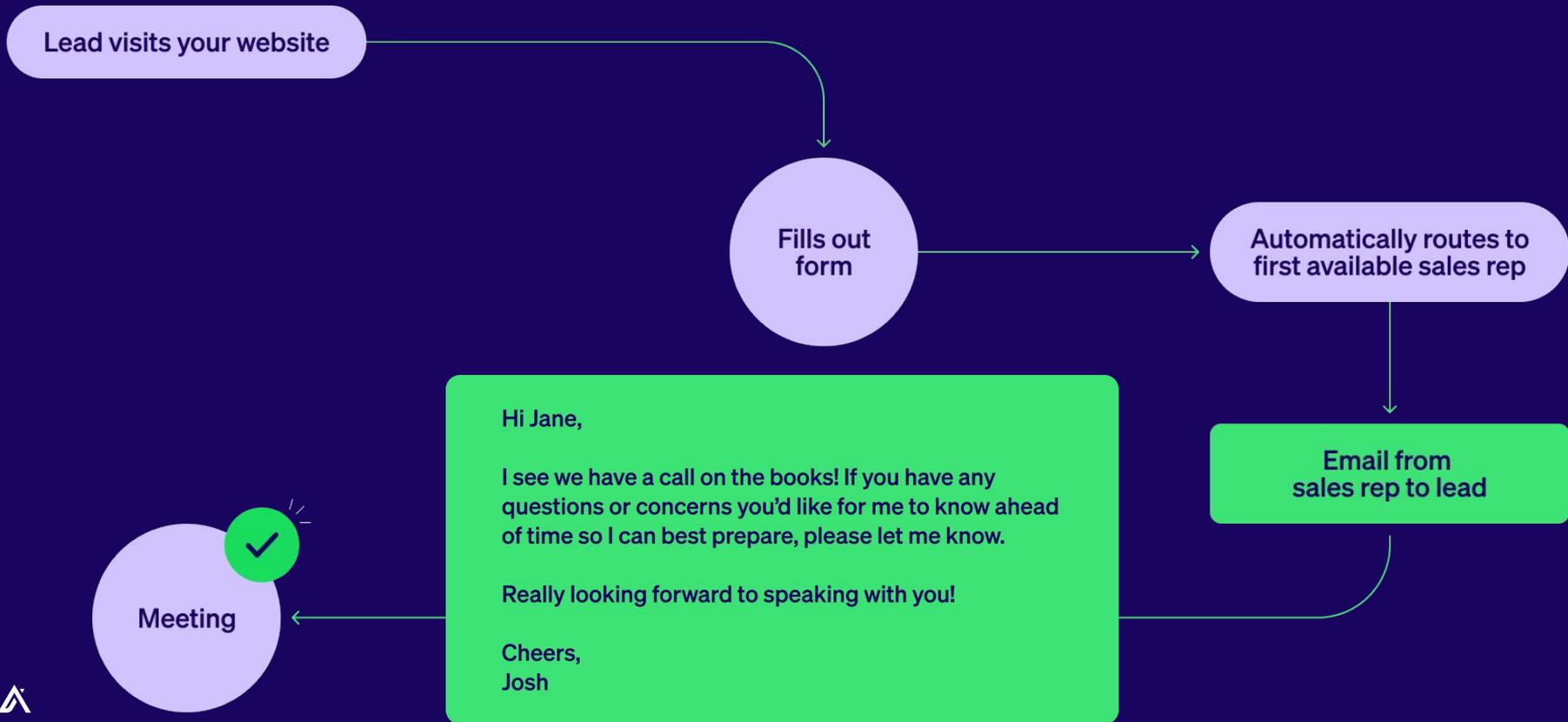
# Inbound leads are still shopping



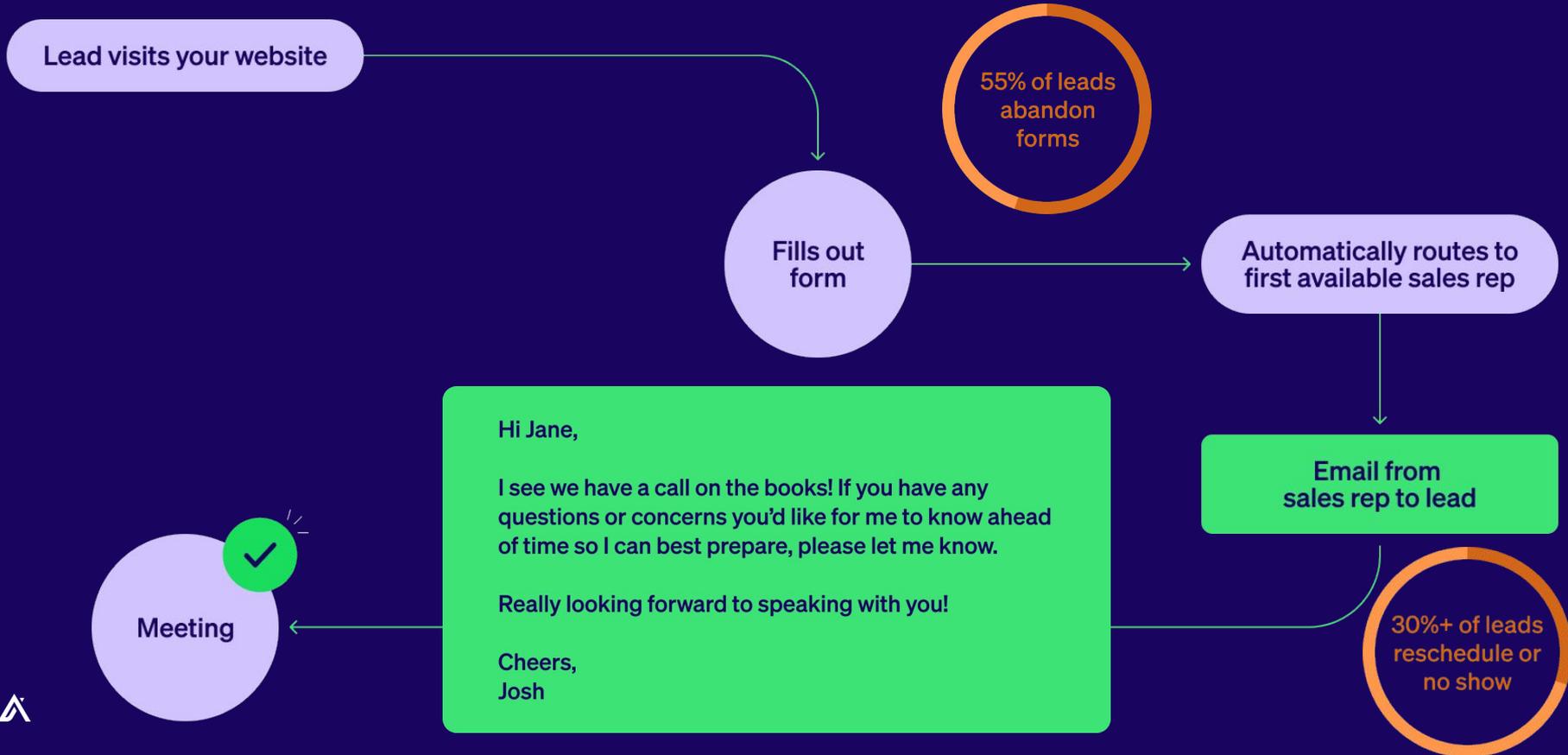
# How Inbound Leads Flow ✨



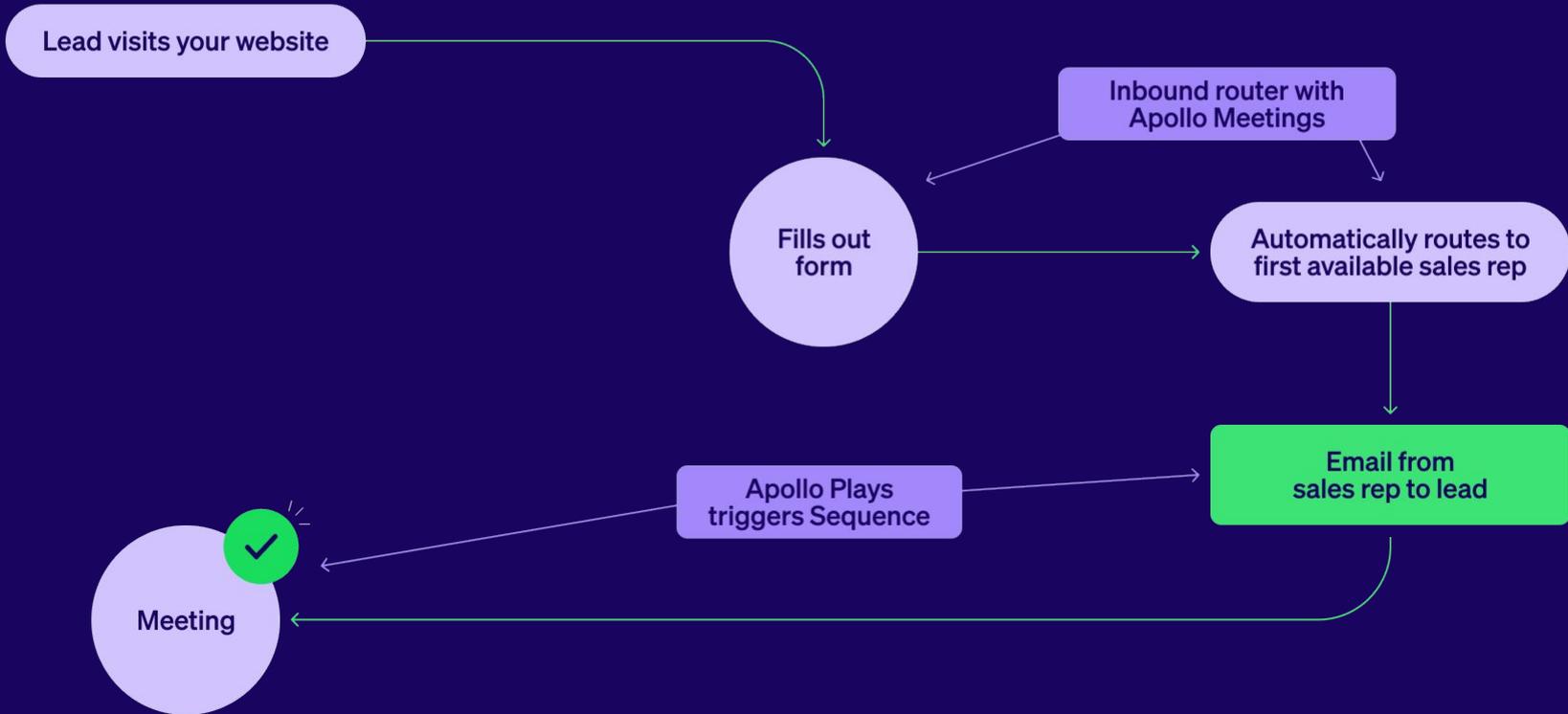
# How Inbound Leads Flow ✨



# 🌟 Problems! 🌟



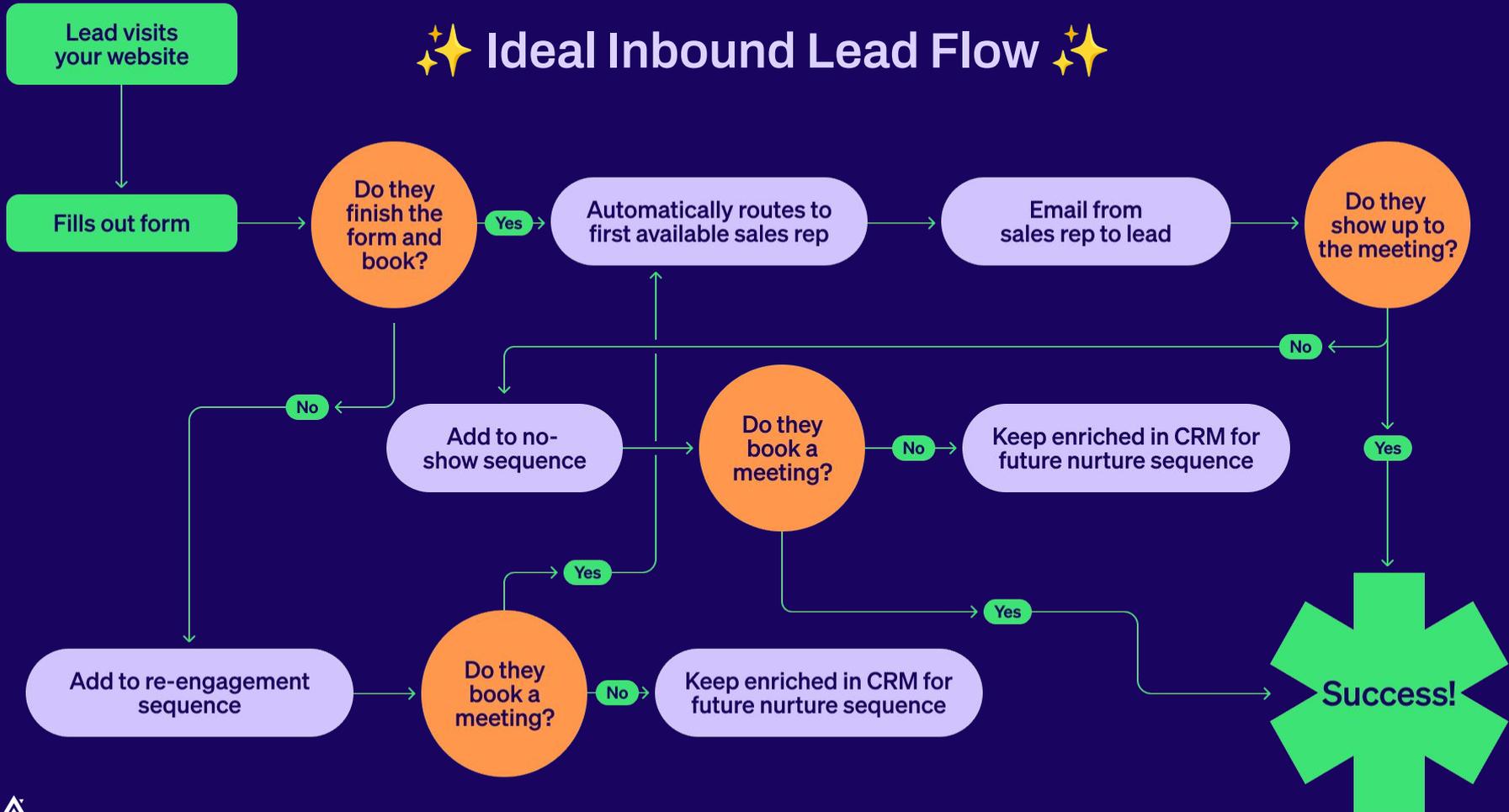
# ✨ Ideal Inbound Lead Flow ✨



# Prevent lead leaks!



# ✨ Ideal Inbound Lead Flow ✨



**What would it take to pull  
this off?**



Lead Routing



\$3,000/year



Enrichment



\$15,000/year



Sequencing



\$15,000/year



Booking meetings



\$2,000/year



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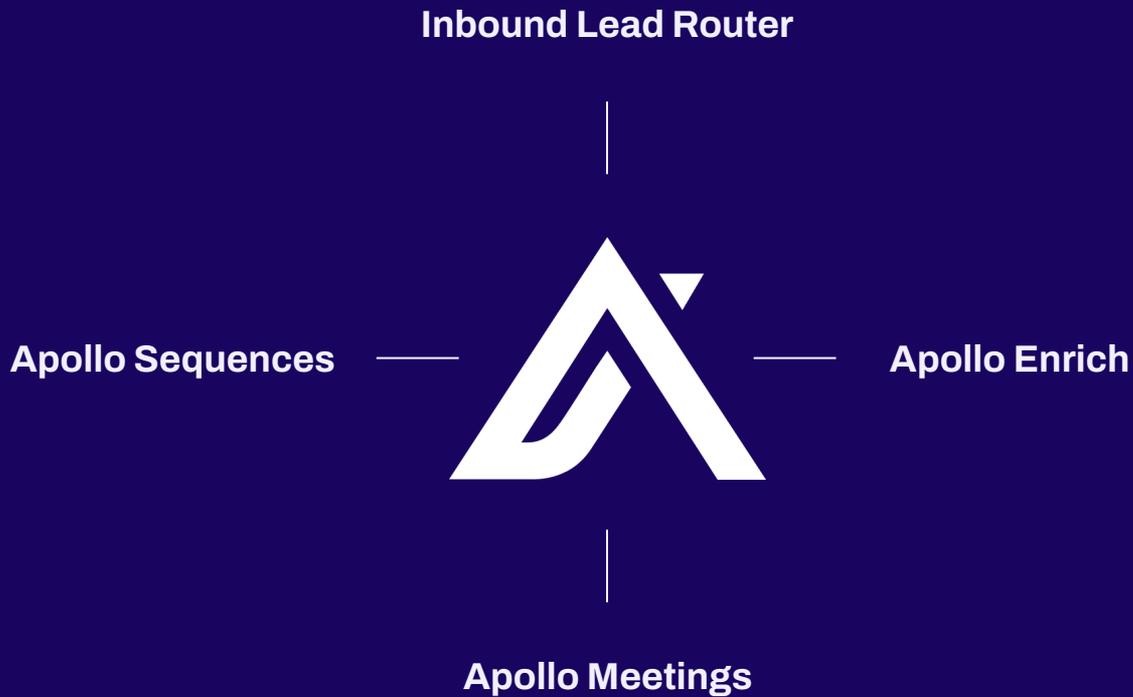
**\$35,000+/year**



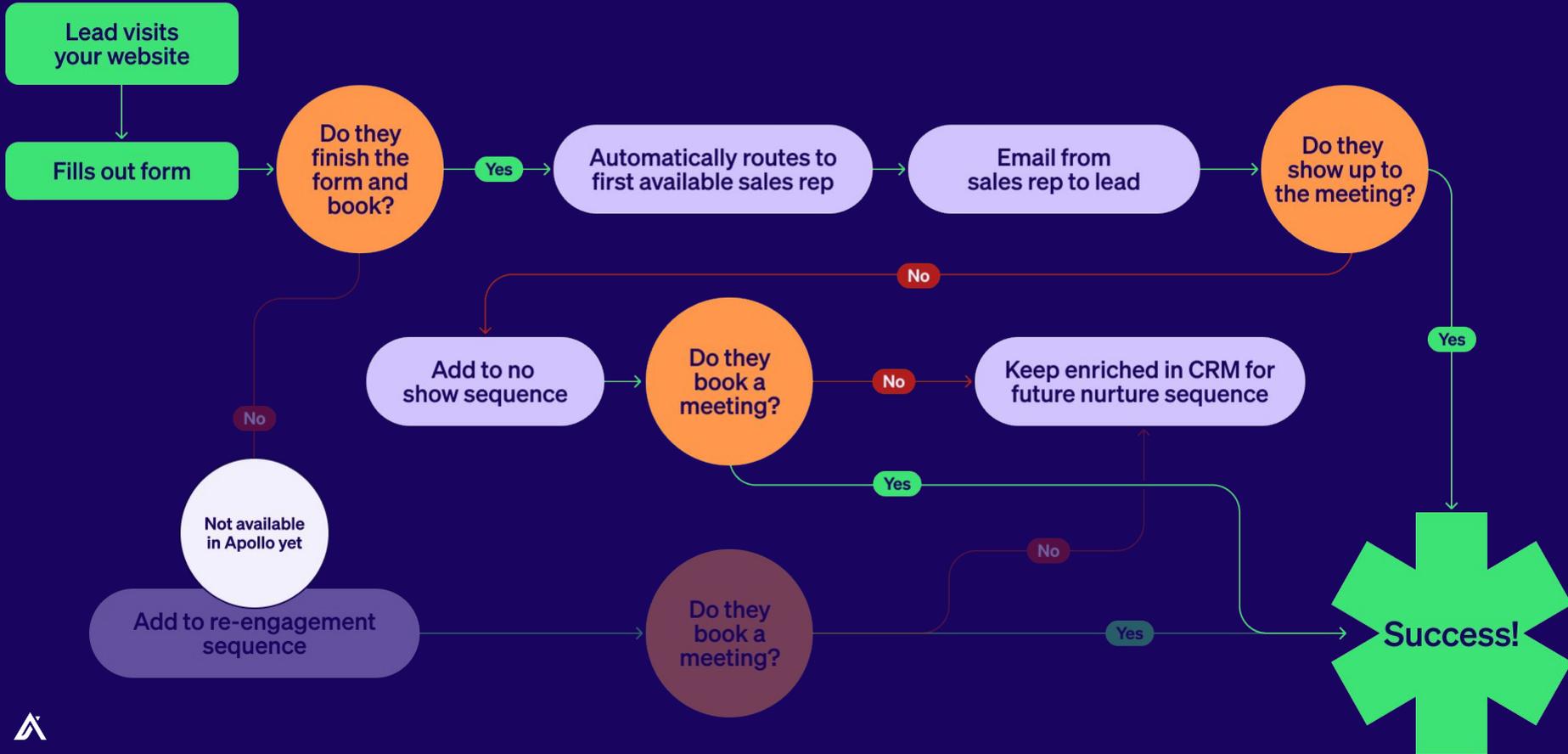
or...



**Use Apollo and get 90% of the way there for a fraction of the cost.**



# ✨ Ideal Inbound Lead Flow ✨



# Poll

Be the change you wish to see in Apollo!



**DEMO:**

**Inbound lead router in Apollo Meetings**

**+**

**Automatically sequence leads with Apollo Plays**

**What do these  
sequences look like?**

## Email: Upcoming meeting

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}}

*P.S. Here's a link to my calendar if you want to choose a time that works.*



# Email #1: No-Show Sequence

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

Hey Jane!

We had a {{company\_name}} demo scheduled for today at {{time}}, but I didn't get the chance to see you there.

I'd love to talk to you at a time that works better for you!  
When is a good time?

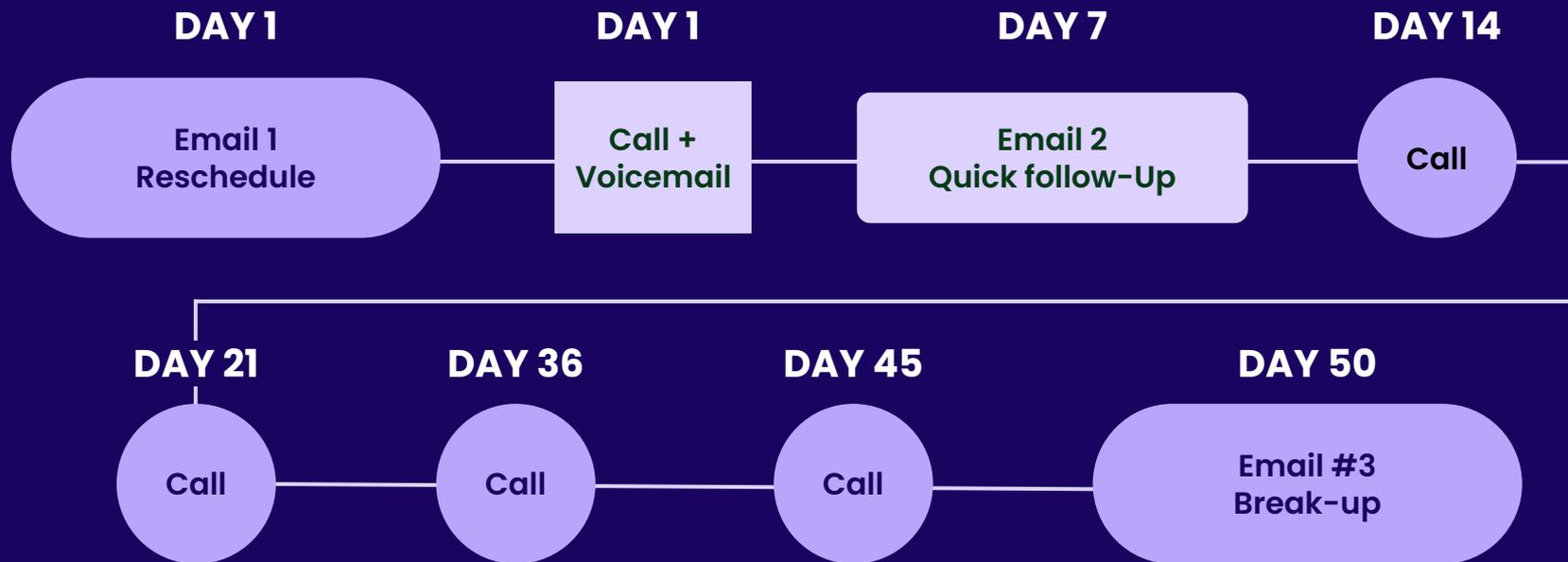
Cheers,  
Josh

*P.S. Here's a link to my calendar if you want to choose a time that works.*

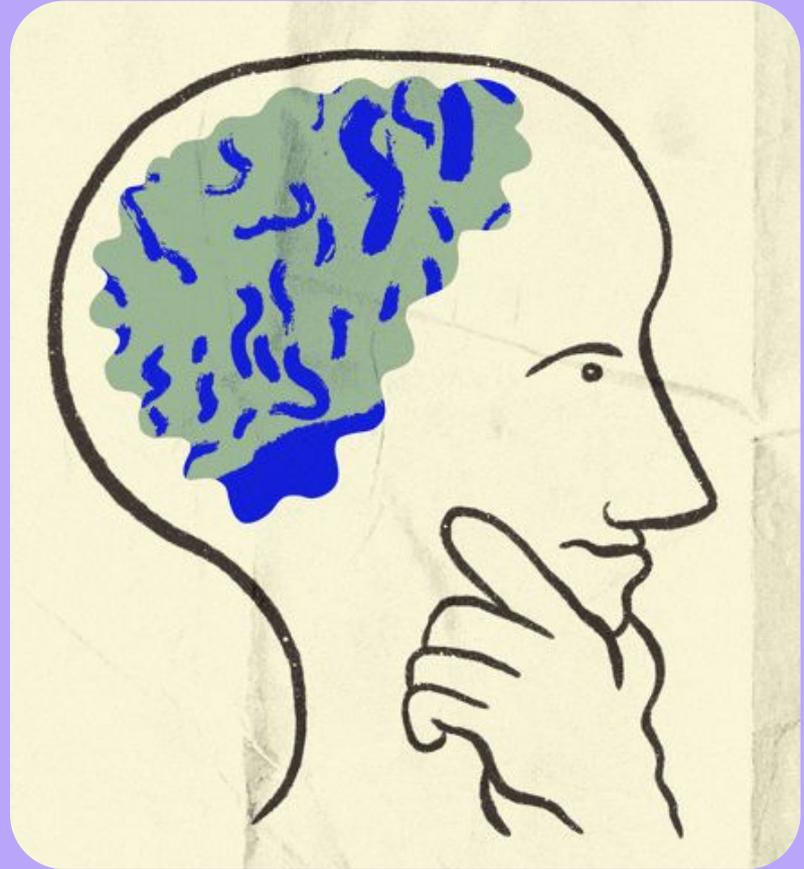


# 6-Step No-Show Sequence

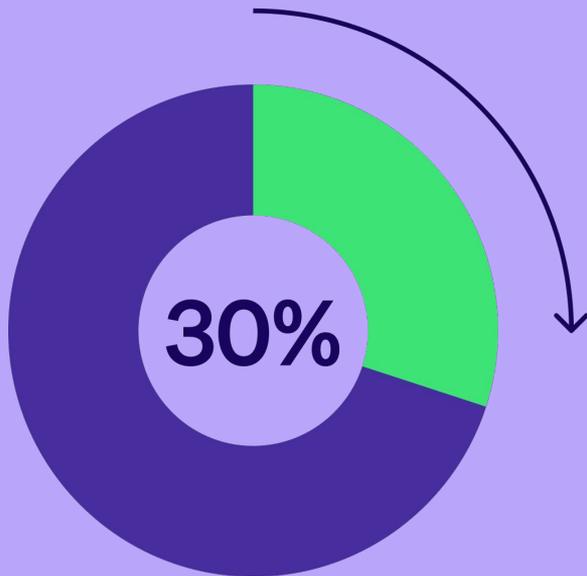
*(Leads who booked a meeting but didn't attend)*



**Think beyond  
closed-won &  
closed-lost**



# 30% of the data in your CRM decays every year



- Role changes
- Company changes
- New mobile numbers/emails
- Mergers and acquisitions
- New tech
- Company size and revenue
- Retirement
- And more

# Why Enrich? CRMs are the powerhouse behind revenue

- Track changes to jobs, companies, and email addresses
- Nurture inbound leads who didn't buy
- Stay informed and engaged with leads who did buy

# Here's how to build in Apollo

**Q&A**