



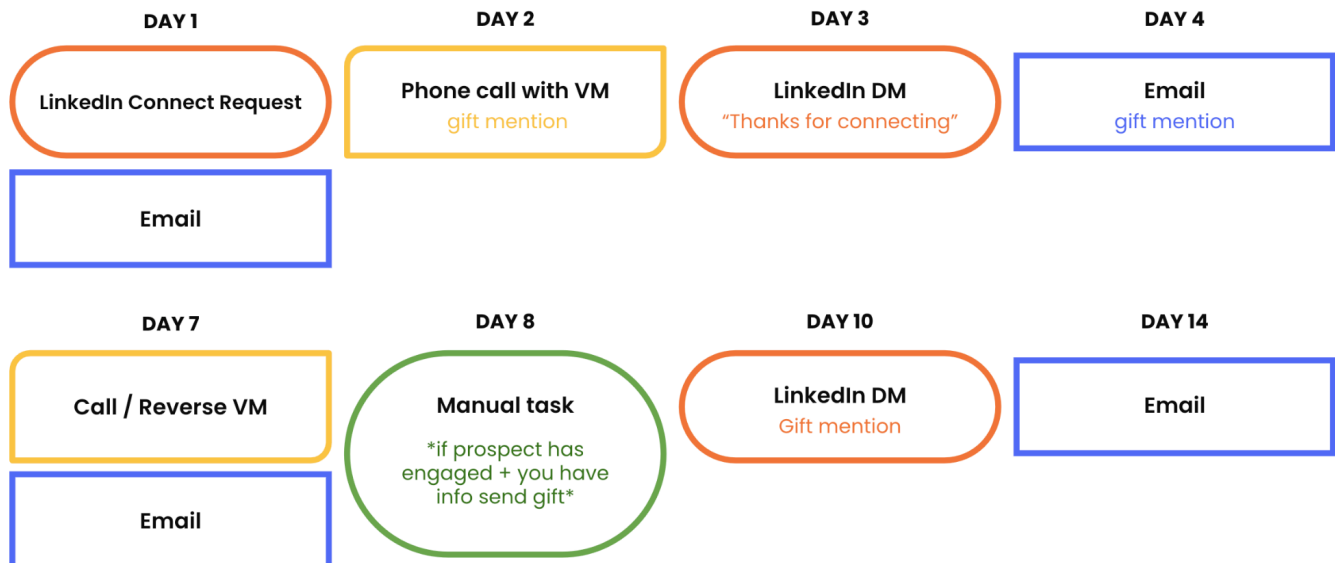
Resource Kit

3 Sales Plays to Book Meetings in Q4

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Sales Play Templates and Scripts

1. Gifting sequence



Gift Message Framework

- Gift tie in/Personalization
- Relevant Observation/Problem
- Offer potential solution
- Soft CTA “Is this on your radar?”

Templates/Scripts

Example Message (for gift of custom golf balls with company logo)

Hi {{first_name}},

[Gift Tie-In Opener, with Relevant Observation/Problem] Saw you recently hired some SDRs. Bigger teams usually mean bigger targets, so how are you making sure you’re forecasting is closest to the pin every month?

[Pitch] Teams that use Apollo as a unified engagement platform forecast more accurately and diagnose funnel leaks faster with rep + team-level analytics.

Is an SEP on your radar?

Reverse Voicemail Script

Hey {{first_name}}, it’s Zoe from Apollo. Had a quick question for you but no need to call me back, I’ll shoot you a text/dm right now. See you in your inbox!

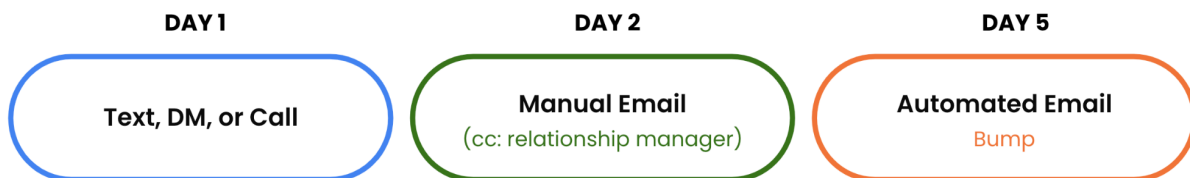
Gift Mention Snippet

PS. I actually have a fun gift I’d love to send your way. Any chance you can send me your best mailing address?

Learn everything you need to know about prospecting in our book, **“Outbound Sales”** – available on Kindle and in paperback/hardcover on Amazon. [Get your copy here.](#)



2. Referral Campaign



Templates/Scripts

Referral Message Template

Hey {{first_name}}, holidays around the corner and first I just wanted to say I am super grateful for you. Y'all have been incredible customers of Apollo and it's been cool to see your team scale this past year.

Quick favor. Any chance you know other {{title}}s in your network who could benefit from [core result this customer has seen]? Just trying to spread the holiday cheer over here 😊

Email #1 (CC relationship manager)

Subject: Get my [text/call/LinkedIn]?

Hi {{first_name}},

You've been such a beloved customer of [your company]. So awesome seeing your growth in [specific area you help with].

Seems like you're getting a lot of value out of [feature / value prop] - can you think of one or two peers in your network that you'd like to gift the benefit of [same value prop]?

If anyone comes to mind, and you're up for making a direct intro, I'd be happy to help with the email copy.

{{Sender_Name}}

Email #2 Bump (RE: previous email)

Details in the last email but if you're up for it, I have a nifty gift for you as a "thanks a million".

[insert GIF]

Let me know!

3. Meeting Keeper Flow

EMAIL 1

Video
Recap discovery / Ask for more info
Invite decision-makers

EMAIL 2

Skip if meeting is < 3 days away.
Or you're full-cycle/solo rep.

Drum up excitement for session
If AE (intro video)

EMAIL 3

(Day before / x hours before)

Reminder (and gift)

Templates/Scripts

Email #1 (Manual with template)

Hi {{first_name}},

Wanted to put a face to the name. Made this quick recap for you!

[VIDEO]

Again, if there's anyone else you think could get value from our conversation on [date of meeting] let me know. Looking forward to it!

{{sender_name}}

Video Script

Thank you so much for chatting today. I told {{AE}} all about [their company's stated problem and goals]. They're already brainstorming strategies to walk you through to help you achieve [result].

If there's anyone else you think should be involved in this conversation on your team, feel free to add them or shoot me their emails and I'll send over and invite. Otherwise we will see you on {{Date of meeting}}!

Email #2— Morning of / Day before meeting

Hi {First_name},

Looking forward to our call later!

I really think you're going to like [tease value you'll show them]

I know our call is a bit later in the day and I don't know about you, but I hit a wall in the afternoons. I thought maybe some {{link giftcard COFFEE}} might help.

See you at {{time of meeting}}.

{{sender_name}}

Apollo How-Tos

- [Set up Apollo Meetings](#)
- [Create a Workflow](#)
- [Create a Sequence](#)
- [How to Create a Task](#)
- [Create and Edit Snippets](#)

Learn Apollo

- Learn [how to schedule and manage meetings in Apollo](#)
- Dive deeper into more sequences in [5 Best Sales Sequences to Book Meetings](#)

Meeting Math Calculator


[Head here to make a copy of and use the Meeting Math Calculator](#)

Follow these instructions (or watch this [video walkthrough](#)).

1. Take a look at the number of activities you did over the last 30 days.
 - Here's a [step-by-step tour](#) for how to find your activity # in Apollo.
2. Take note of how many meetings you booked in the last 30 days.
3. Add how many of those meetings converted to an opportunity in the last 30 days. Now you have your inputs!
4. Note your goal # of opportunities for the next 30 days (you can multiply by 2 or 3 depending on where you're at in your quarter of FY). Using this calculation you should be able to know exactly how many activities you need to complete to hit your opportunity goal.
 - Tip! Add 20% for safe measure because people are more flakey during the holidays
5. Divide by working/selling days for the period. You'll get the number of activities per day you need to do in order to hit or exceed your number.

How to get help & training on Apollo

- When logged into Apollo, click on the question mark on the bottom right. From there you can find resources, submit a support ticket, or chat with support.
- Find your answers in the [Apollo Knowledge Base](#)
- Submit a support request [here](#).
- Learn from our training library in [Apollo Academy](#).

 Need basic Apollo training? Join one of our [daily live webinars](#). (Must have an Apollo account and log in to access.)