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Webinar

5 Outbound Sales Secrets from Apollo's Own Data

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Today's agenda

1. Housekeeping
2. Meet the host Josh Garrison
3. The problem with the traditional sales model
4. Apollo research overview
5. The 5 secrets of outbound
6. Q&A

The problem with "traditional" outbound

Grow at all costs

More sales actions

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Outbound sales is changing.

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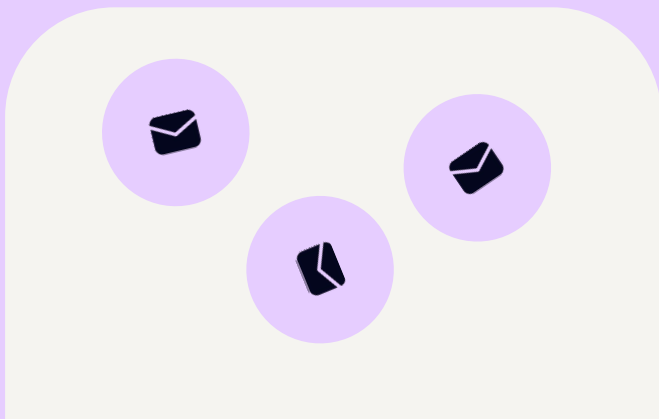
Now
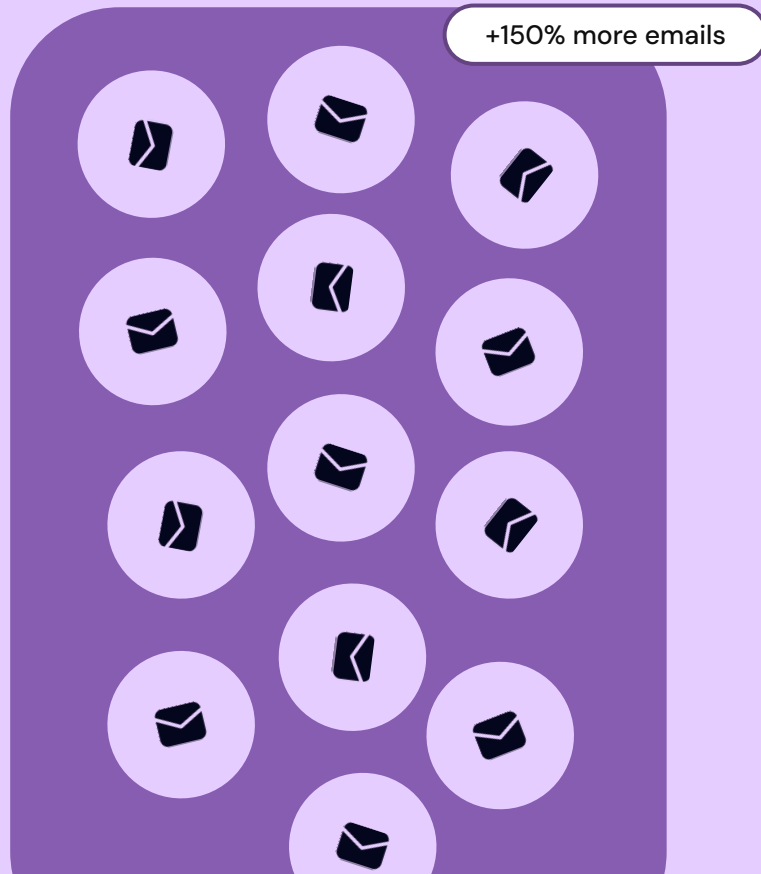
+150% more emails

10 years ago
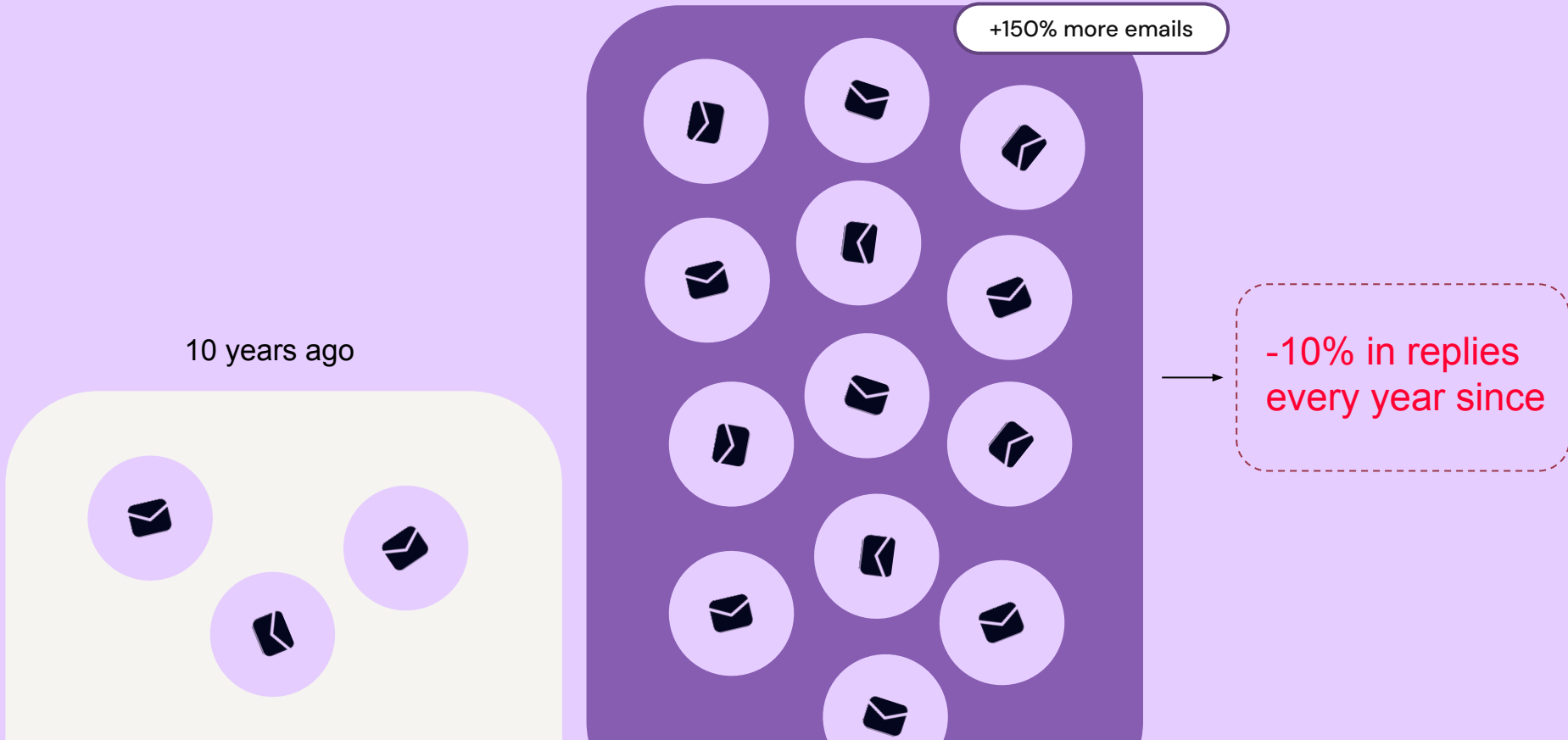
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So what IS working?

Research overview
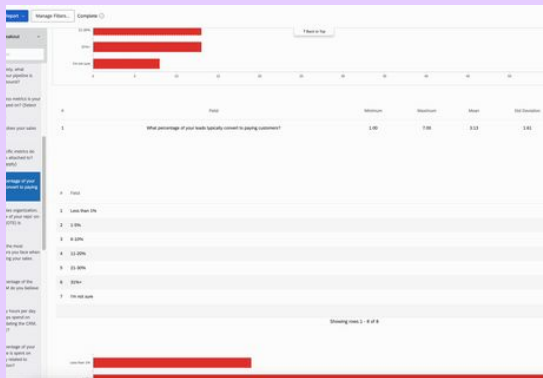
Data from **500,000 active users, 250M email sends, and 5.6M dialer minutes**

Apollo's sales process that **3x'd meetings and took us to a $1.6B valuation**
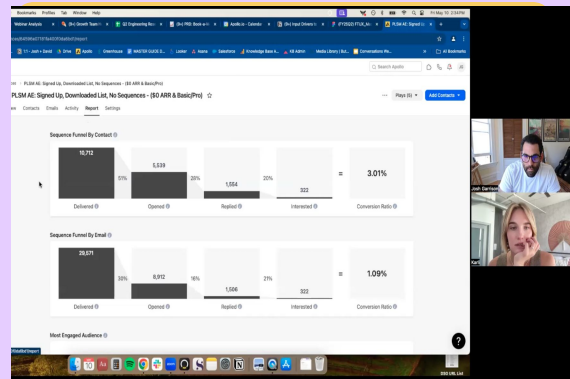
50+ interviews with the world's greatest sales minds

Surveyed **250+ global sales leaders**

Secret #1

Prioritizing your leads significantly increases meetings booked
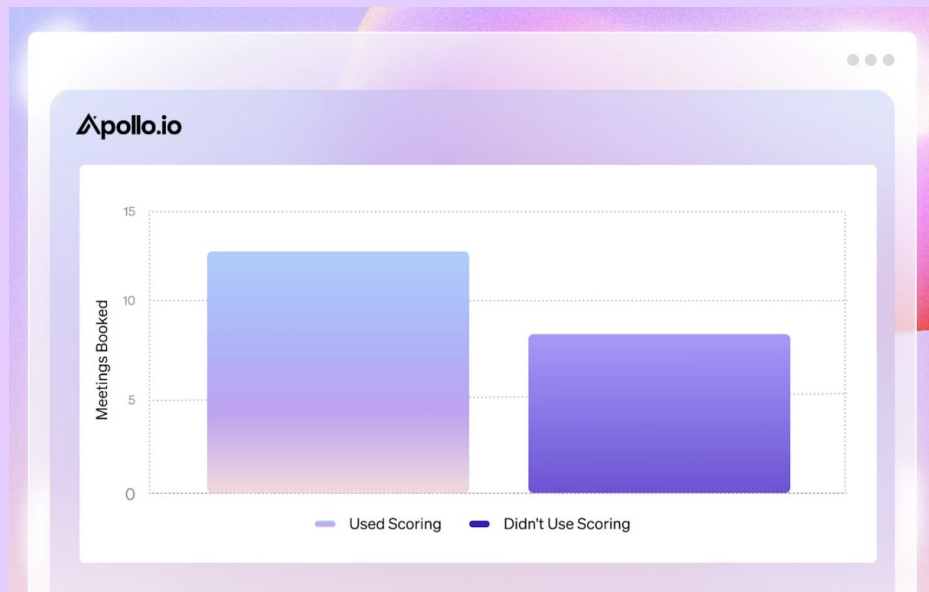
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On the other hand…

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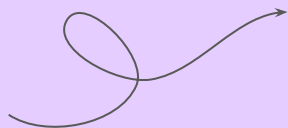
and these teams

make up **80%**

of the group reporting they "never hit quota"

Why? The Pareto Principle

Where to focus - - - - - - - ●

80% of your revenue will come from 20% of your top tier accounts.

THE PARETO PRINCIPLE

ROUGHLY 80% OF CONSEQUENCES COME FROM 20% OF CAUSES.

$80K 👤👤

$20K 👤👤👤👤👤👤👤
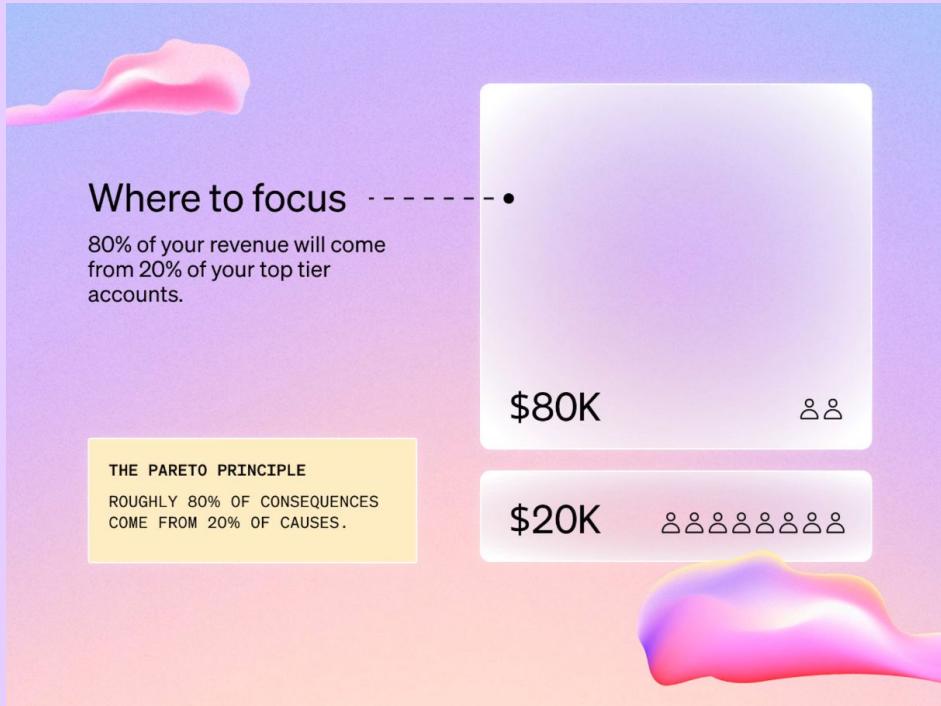
Prospecting is a pyramid

Your total addressable market

3%
BUYING NOW

6-7%
OPEN TO IT

30%
NOT THINKING
ABOUT IT

30%
DON'T THINK THEY'RE
INTERESTED

30%
CERTAINLY NOT
INTERESTED

TIER 1

TIER 2

TIER 3

YES

MAYBE

NO
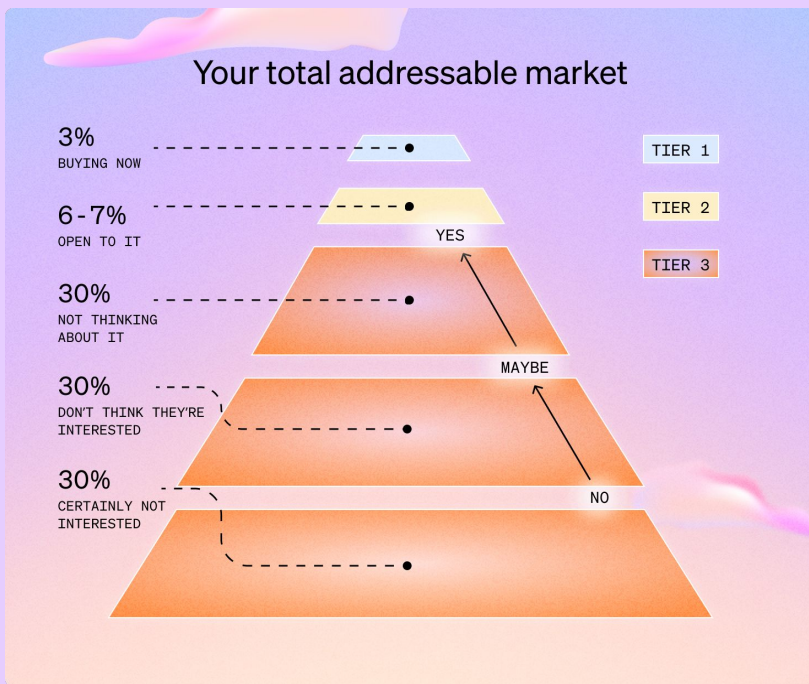
"Everything is optimized within Tier 1 cadences. We use lead scoring to understand good accounts and good personas and we want the AE to take that lead directly."

— Andreas Drakos, Sr. Dir. of RevOps at Superside

What are the lead attributes you care about?

Demographic & firmographic lead scoring

ATTRIBUTES	SCORE
Job titles	+18
Management level	+15
Industries	+10
Revenue	+8
Number of employees	+5

Behavioral lead scoring

ACTIVITY	SCORE
Clicks links in email	+5
Completes form	+9
Visit product pricing page	+13
Attends webinar	+20

Let's see it in Apollo!

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Secret #2

Single-channel selling doesn't work well

Multi-channel selling is the new bar.

"A couple years ago you could get away with lazy pipeline generation. That just doesn't fly anymore. Deep sequences that run long and carry across multiple channels...used to be what the high-performers did. But today, that's the bar."

Stevie Case, CRO at Vanta

And the data backs it up

Outreach approach	% users booking meetings this way	Improvement
Single-channel sequence Auto-email only	46%	-
Multi-channel sequence Auto-email + LinkedIn	60%	+14 percentage points
Multichannel sequence Auto-email + manual emails + calls + LinkedIn	70%	+24 percentage points

✨ **Sequences** ✨

- Automate "low impact" touchpoints so you can manually execute "high-impact" ones

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Get started using the Apollo Template Library

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Secret #3

Just <u>pick up</u> the phone!
(It gets you more meetings)

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+6%
INCREASE IN MEETINGS BOOKED

JUST FROM PICKING UP THE PHONE
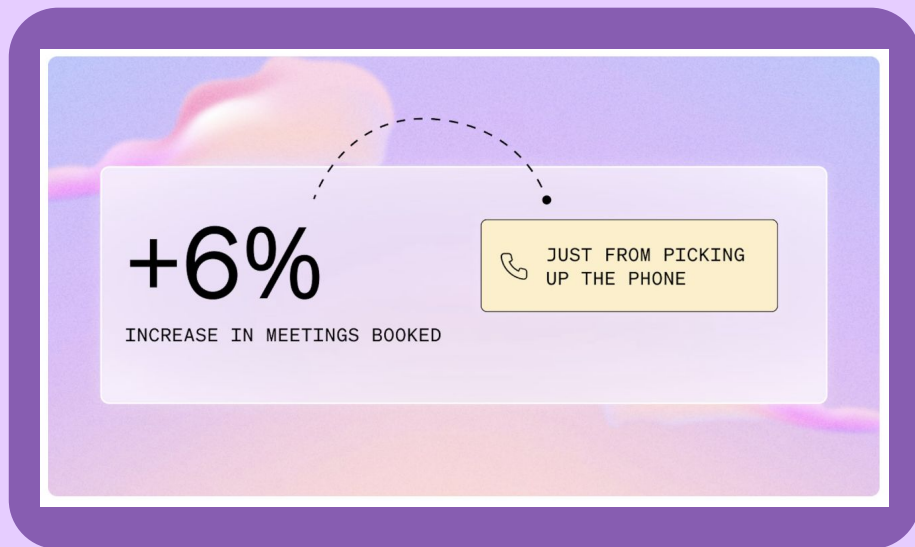
"No matter who you are. You can't replace the cold call."

— Michael Oelbaum, Founder and CEO at JobsConnected

The psychology of the cold call 😵‍💫

63%

of salespeople say cold calling is the worst part of their jobs

Source: https://business.linkedin.com/sales-solutions/resources/cold-calling

"It's hard for reps to push the button...because at that moment, it can feel like they are about to ambush somebody, and [they] aren't going to like it."
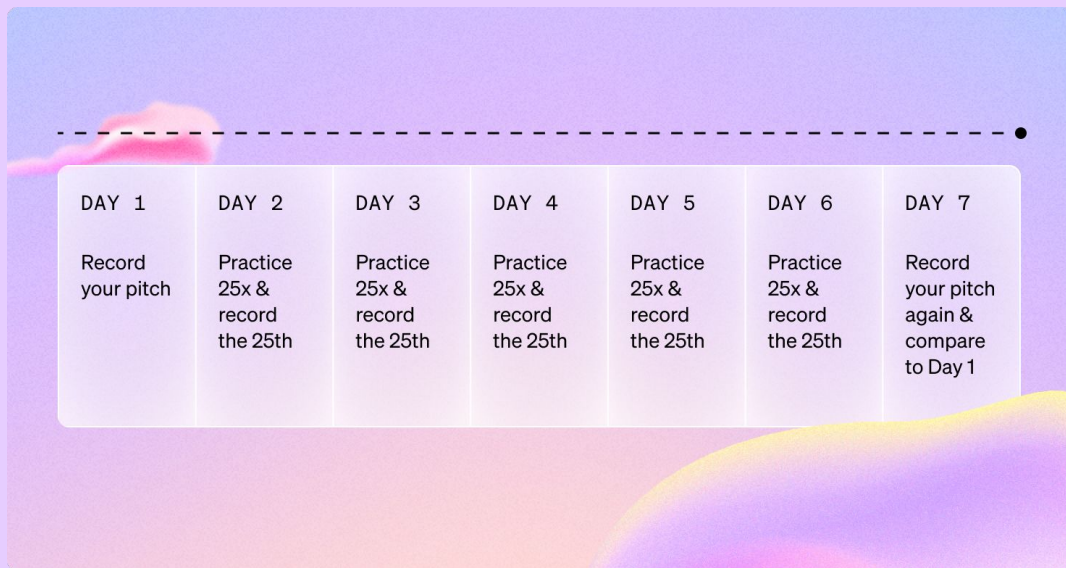
– Chris Beall, CEO of ConnectAndSell

Practice, practice, practice

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

"This is a great, actionable process. I don't think enough people think of sales as something that needs to be *practiced.*"

- MICHAEL OELBAUM, FOUNDER AND CEO AT JOBS CONNECTED

Be in the driver's seat

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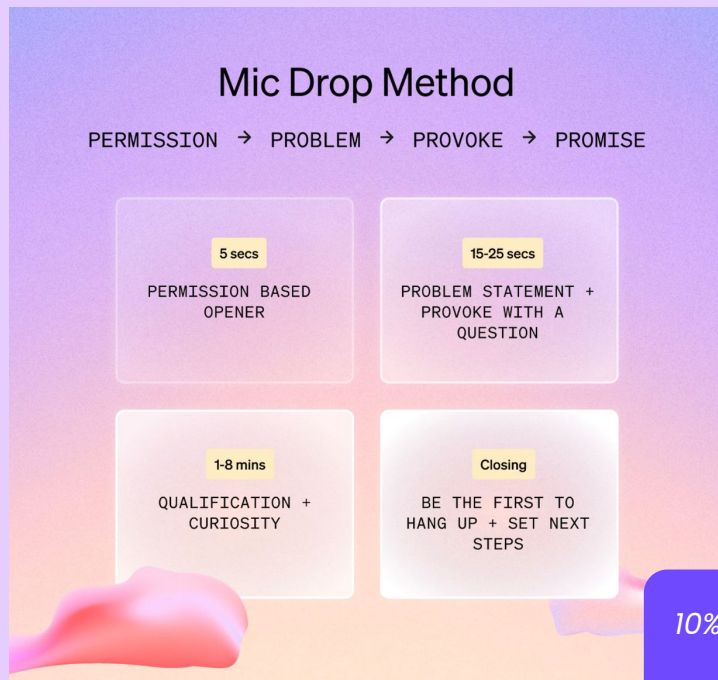# Tip #1: Get to a question as fast as possible

"Hi {{first name}}, it's Josh cold calling you from Apollo. Do you mind if I take 10 seconds of your time?"

→

"I've found that a permission-based opener works 9 times out of 10"

— Charlotte Lloyd, Founder and cold calling expert

The "Mic Drop" Method

Mic Drop Method

PERMISSION → PROBLEM → PROVOKE → PROMISE

5 secs	15-25 secs
PERMISSION BASED OPENER	PROBLEM STATEMENT + PROVOKE WITH A QUESTION
1-8 mins	Closing
QUALIFICATION + CURIOSITY	BE THE FIRST TO HANG UP + SET NEXT STEPS

10% of all meetings booked at Barley comes from this method!

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Permission-Based Opener

"Hey [first name], I know you're not expecting my call. Do you have a moment to chat? I promise I'll be brief."

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Frame a Problem

"Most of the marketing execs I work with say they are overpaying for their outsourced lead generation — anywhere from 25-40% — and have difficulty reducing reliance. I saw you/CEO quoted in [content] that the company was looking to reduce costs aggressively this year."
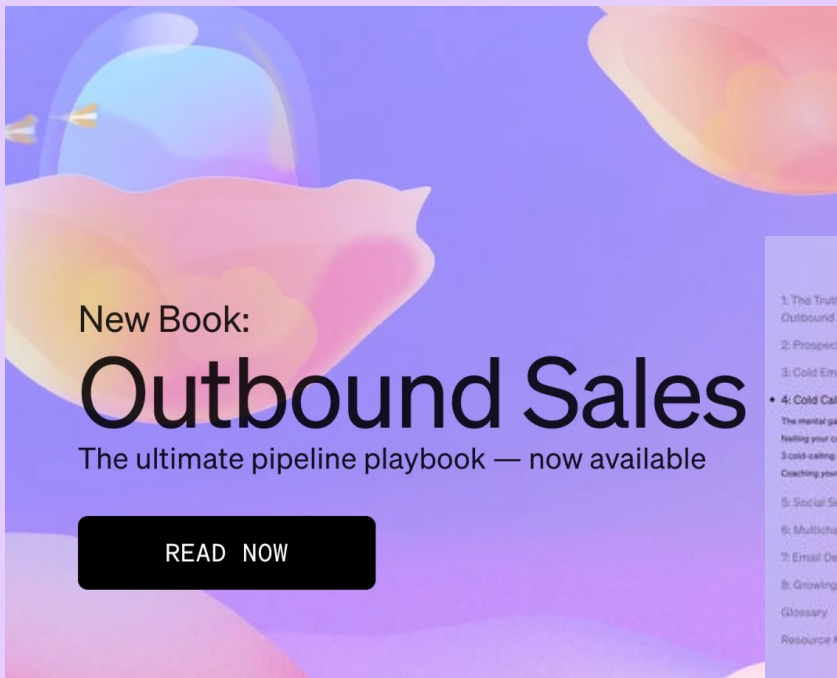
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Provoke the Cost of Inaction

"Curious — if that's impacted your appetite for outsourcing lead-gen vs bringing more of it in-house?"

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Tip

Always ask an open-ended question to provoke the cost of inaction so that you can open up the discussion. In other words, don't ask a question that prompts a "yes" / "no" answer.

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Allllll the tips in Chapter 4!
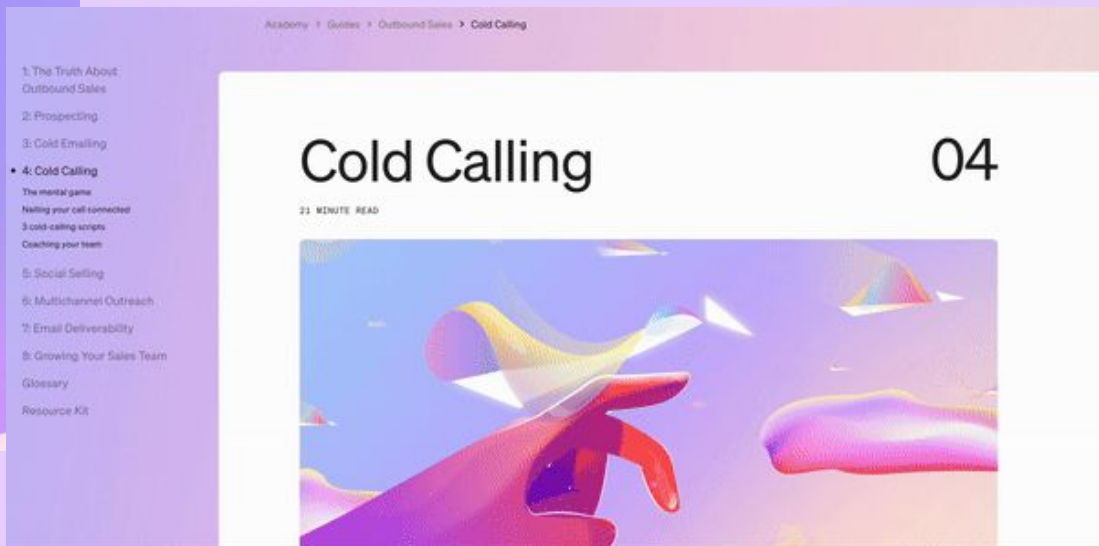
New Book:

Outbound Sales

The ultimate pipeline playbook — now available

READ NOW

Academy › Guides › Outbound Sales › Cold Calling

1: The Truth About
Outbound Sales

2: Prospecting

3: Cold Emailing

• 4: Cold Calling

The mental game
Nailing your call connected
3 cold-calling scripts
Coaching your team

5: Social Selling

6: Multichannel Outreach

7: Email Deliverability

8: Growing Your Sales Team

Glossary

Resource Kit

Cold Calling   04

21 MINUTE READ

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Secret #4

LinkedIn touchpoints close deals faster
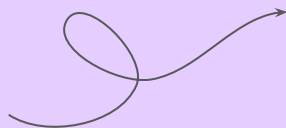
Social selling is personal branding

"Your LinkedIn is your online reputation...your personal brand, not your resume. I look at LinkedIn profiles all the time. When they scream, 'I'm in sales. Buy from me!' and they aren't a value add, it's a turn off."

- LINDSEY BOGGS, VP OF SALES DEVELOPMENT AT GLASSBOX

Where do you start?

TOPIC 1
Problem #1 your product solves

TOPIC 2
Problem #2 your product solves

TOPIC 3
An industry topic

TOPIC 4
A personal passion

TOPIC 5
Company related

Audience 1
Ex. "Jenny," the VP of Sales at a mid-market company

Audience 2
Ex. "Craig," the brand new-to-sales SDR

Audience 3
Ex. "Brett," the business founder looking to scale
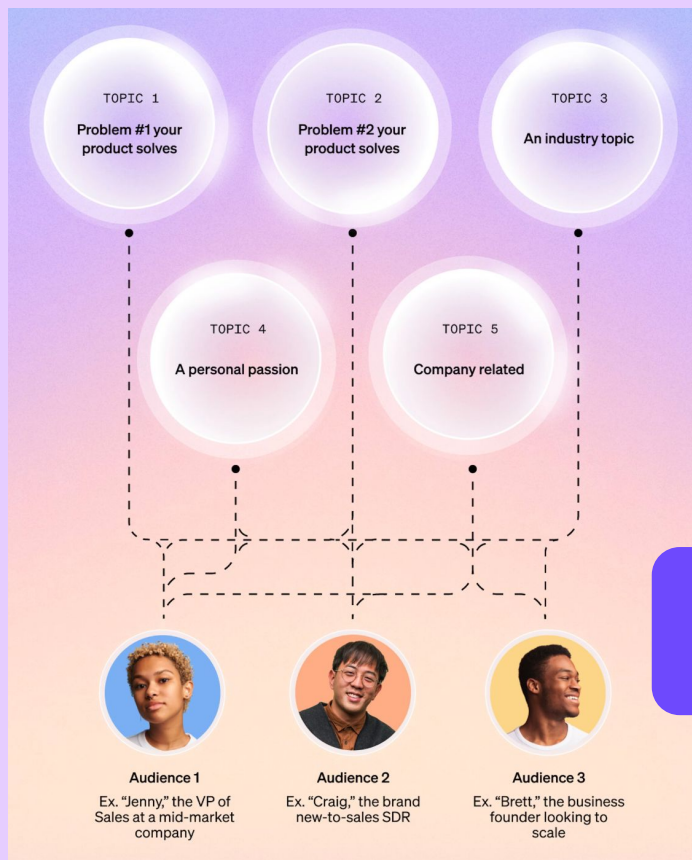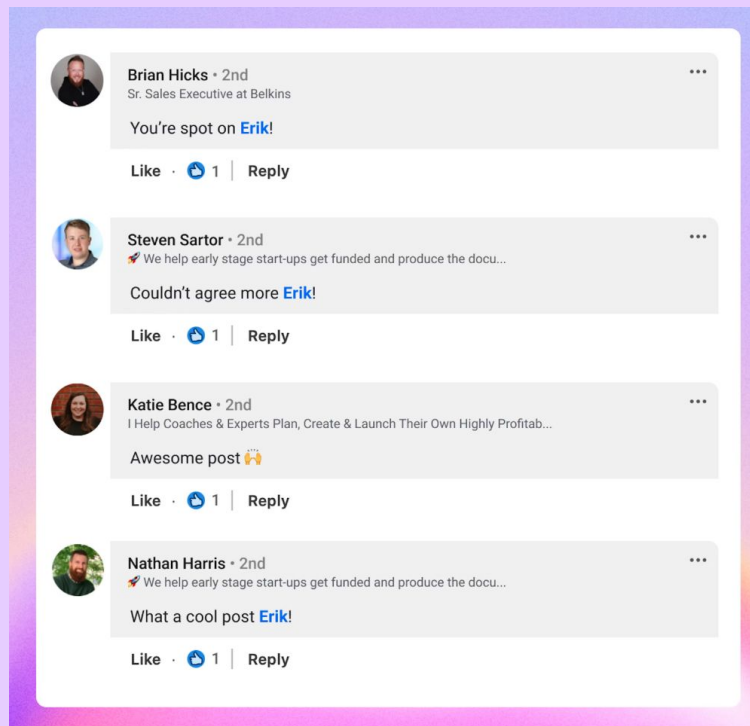
Top LI Sales Voice, Zoe Hartsfield used this to consistently hit 60% of her quota solely through LI

Leave insightful comments

Leave insightful comments

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Then — multi-channel becomes effective >>>
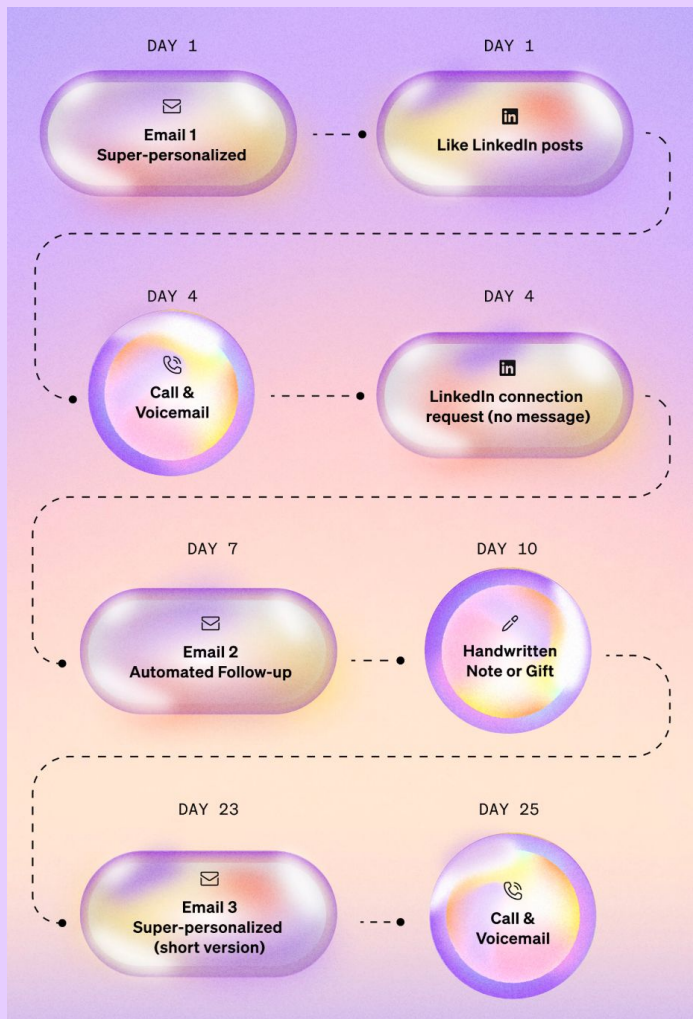
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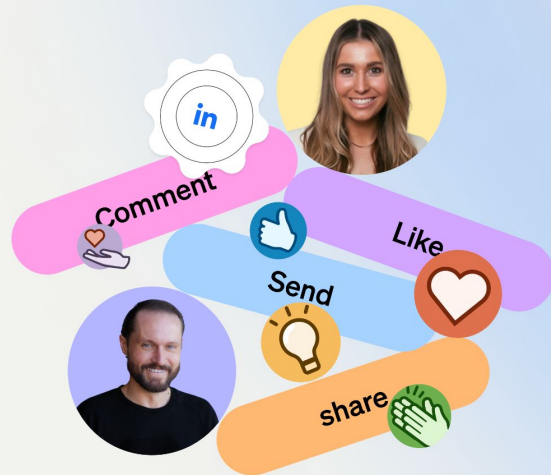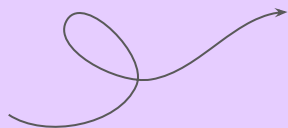
Three ways to hit your quota

Three ways to hit your quota

1

Close a few big deals

Three ways to hit your quota

1

Close a few big deals

2

Close a lot of small deals

You need the C-Suite
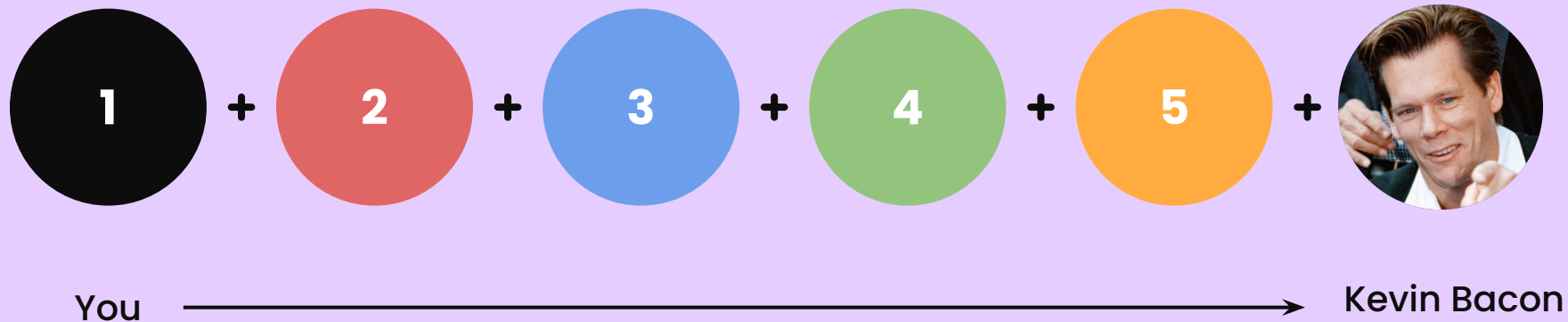
Q&A

Thank you

We'd love to hear your feedback!

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