

Webinar

# 5 Outbound Sales Secrets from Apollo's Own Data



# The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

AUTODESK stripe DocuSign RIPPLING

The screenshot displays the Apollo.io interface with a sidebar on the left containing navigation options: Home, Prospect & enrich, Search, Data enrichment, Engage (Sequences, Emails, Calls), Win & close (Meetings, Conversations, Deals), Tools & workflows (Tasks, Plays, Analytics), and Tasks. The main content area shows a contact card for Alissa Jones, VP of Sales at Dropbox, with a rating of 'Excellent' and an 'Add to sequence' button. Below the contact card is a sequence of outreach steps: Day 1 (Automatic Email), Day 3 (Phone Call), and Day 5 (Connect). An AI email assistant message is shown at the bottom, starting with 'Hi Alissa, Glad to connect. Looks like you're growing the account management team quite a bit right now. Let's find some time to talk about your goals and how our platform scales, sharing a few times below...'. The background also shows a list of companies including Dropbox, Google, and Spotify.



## Today's agenda

1. Housekeeping

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2. Meet the host Josh Garrison

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3. The problem with the traditional sales model

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4. Apollo research overview

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5. The 5 secrets of outbound

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6. Q&A

New Book:

# Outbound Sales

The ultimate pipeline playbook — now available

READ NOW

Visit [apollo.io/academy](https://apollo.io/academy) to read Apollo's NEW book!

🔮 Generate Outbound Pipeline

📄 Win & Close

⚙️ Optimize Inbound Strategy

🎨

Your host



**Josh Garrison**

VP of Content Marketing  
& Product Education  
(and recovering sales leader)

# The problem with “traditional” outbound

Grow at all costs

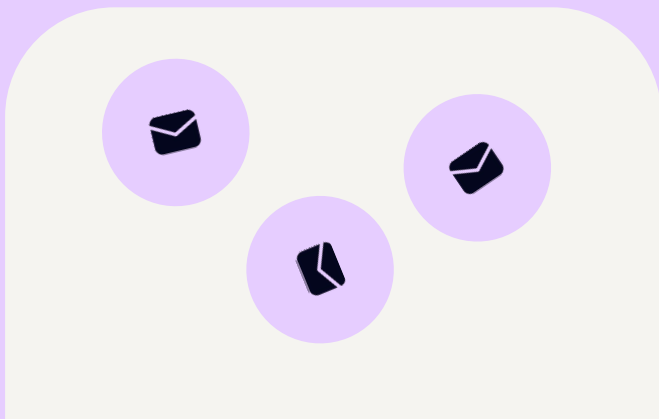


More sales actions



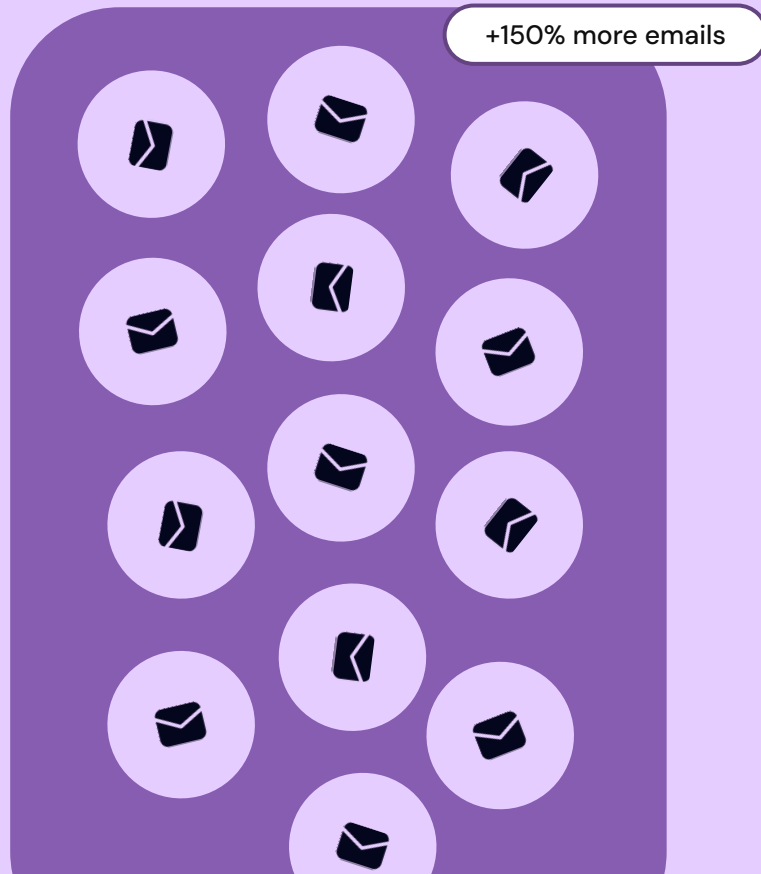
**Outbound sales  
is changing.**

10 years ago



Now

+150% more emails



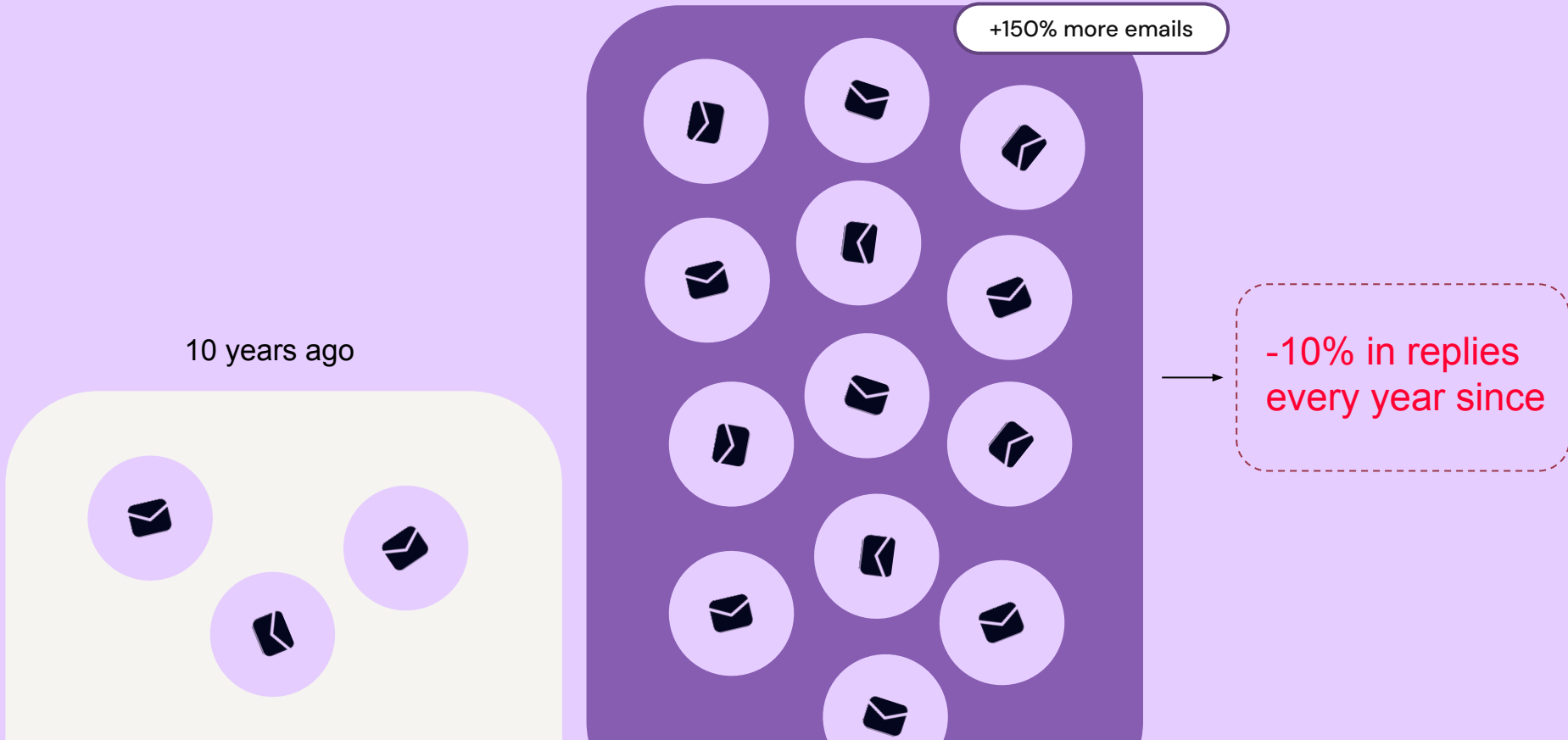


Now

+150% more emails

10 years ago

-10% in replies  
every year since



So what IS  
working?



**So what IS  
working?**

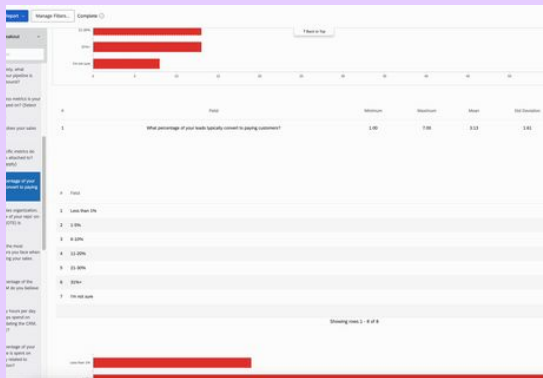
**Which companies  
have figured  
it out?**

So what IS  
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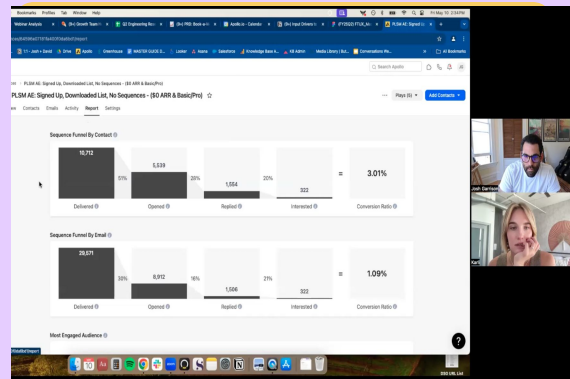
Which companies  
have figured  
it out?

And **exactly how**  
are they building  
real, workable  
pipeline?

# Research overview



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



50+ interviews with the world's greatest sales minds



Surveyed 250+ global sales leaders

Apollo's sales process that **3x'd meetings and took us to a \$1.6B valuation**

**Here's what the data says...**

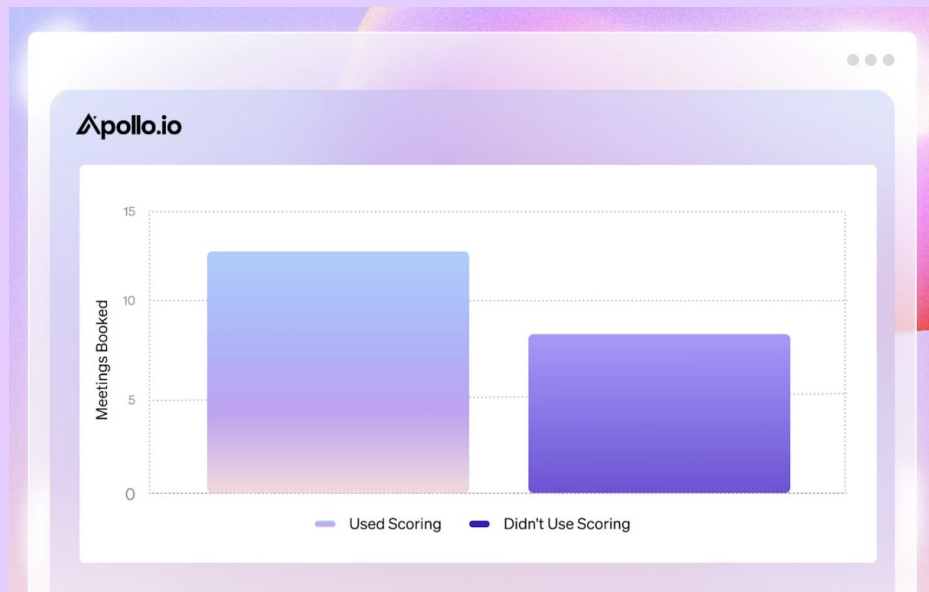
Secret #1

**Prioritizing your leads  
significantly increases  
meetings booked**

Users who implement  
scoring models book

**47%**

more meetings





## On the other hand...

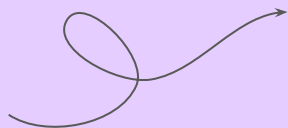
**30%**

of sales teams have  
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## On the other hand...

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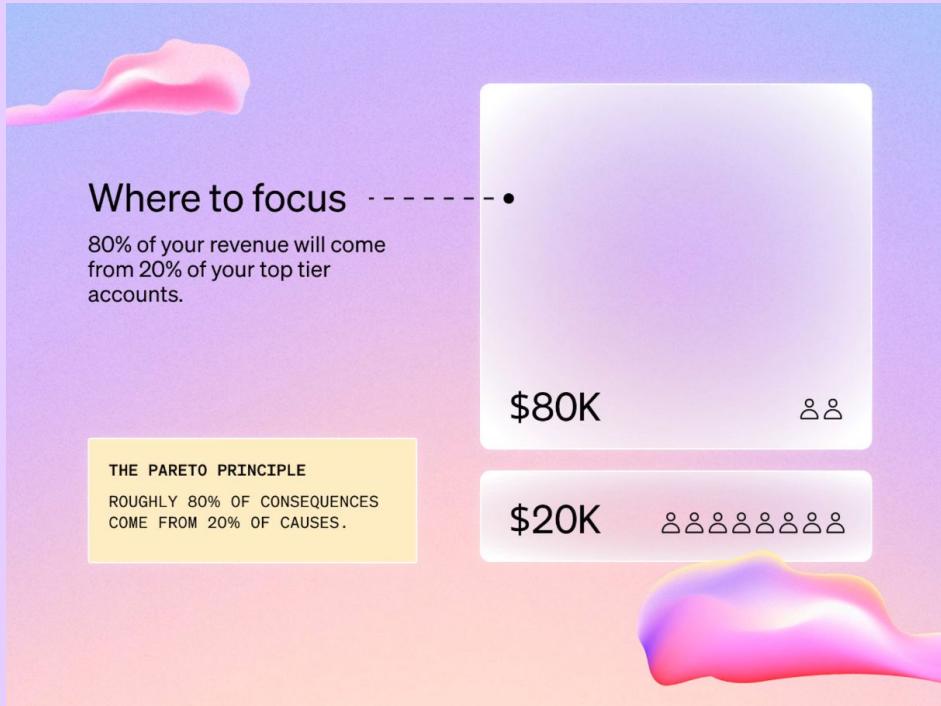
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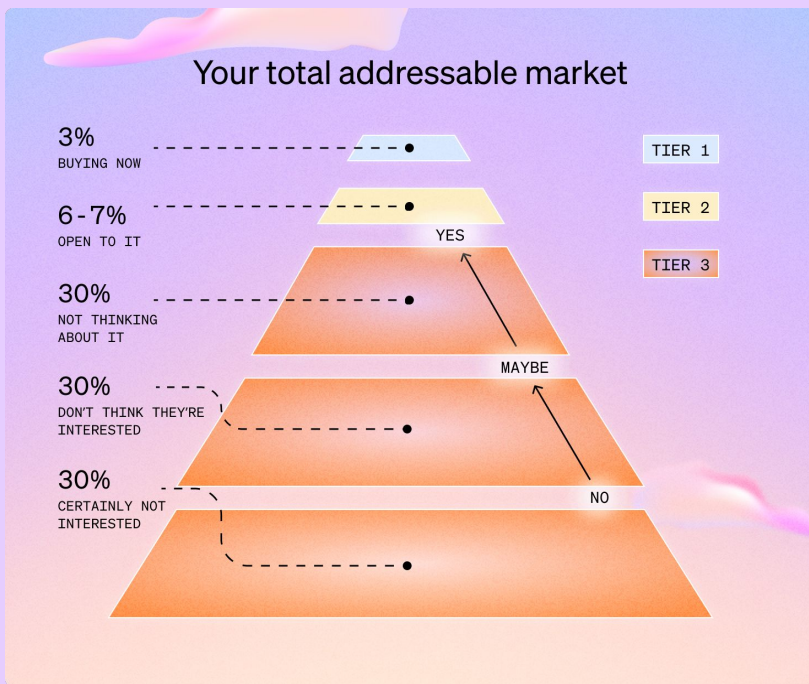
and these teams

make up **80%**  
of the group reporting  
they “never hit quota”

# Why? The Pareto Principle



# Prospecting is a pyramid



“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!**

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

# You might be thinking...



# 🌟 Sequences 🌟

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

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- Keep reps organized with a clear “to-do” list

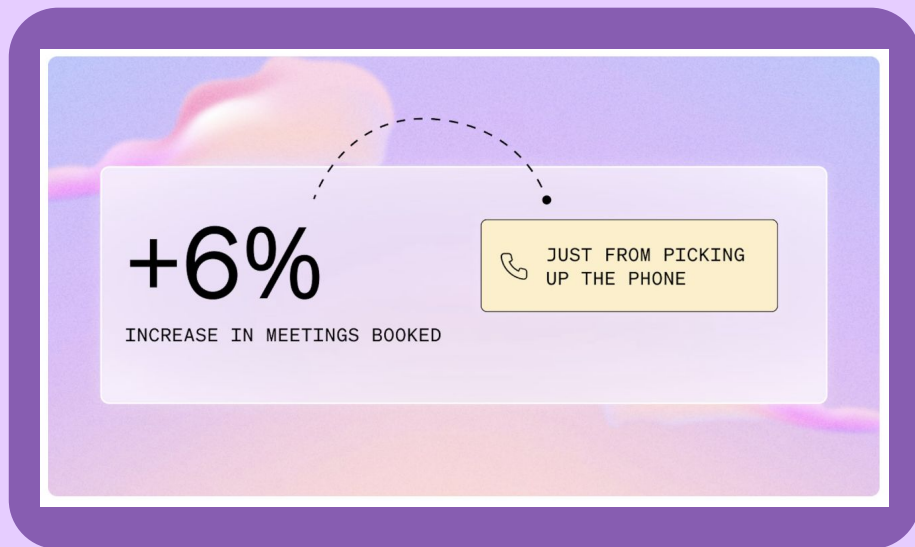
## 🌟 Sequences 🌟

- Automate “low impact” touchpoints so you can manually execute “high-impact” ones
- Keep reps organized with a clear “to-do” list
- Allows you to strategically build and organize campaigns based on lead value

# Get started using the Apollo Template Library

Secret #3

Just pick up the phone!  
(It gets you more meetings)



“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**

“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.”

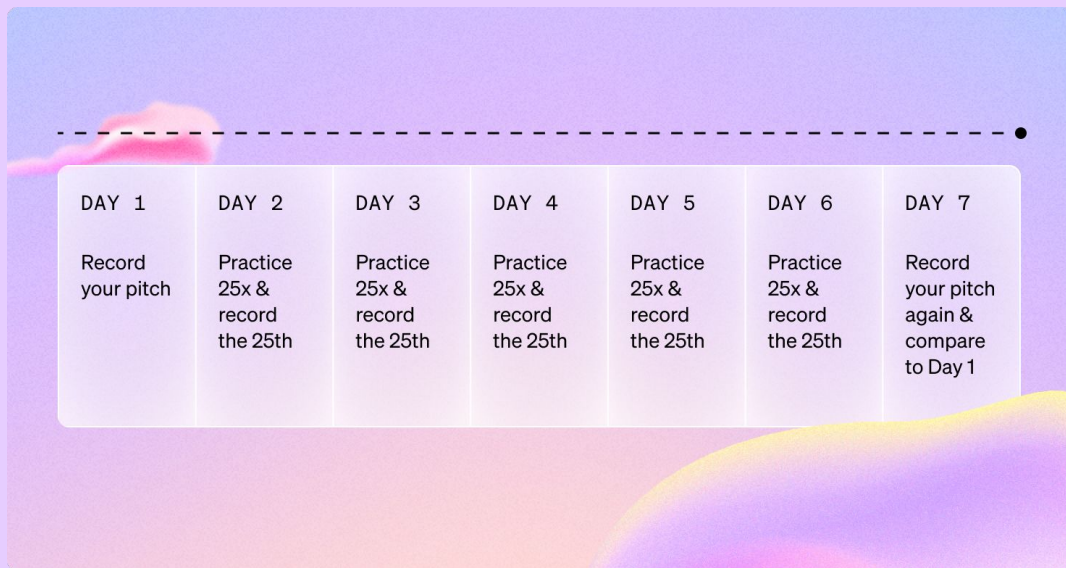
– Chris Beall, CEO of ConnectAndSell

Source:

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



# 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



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

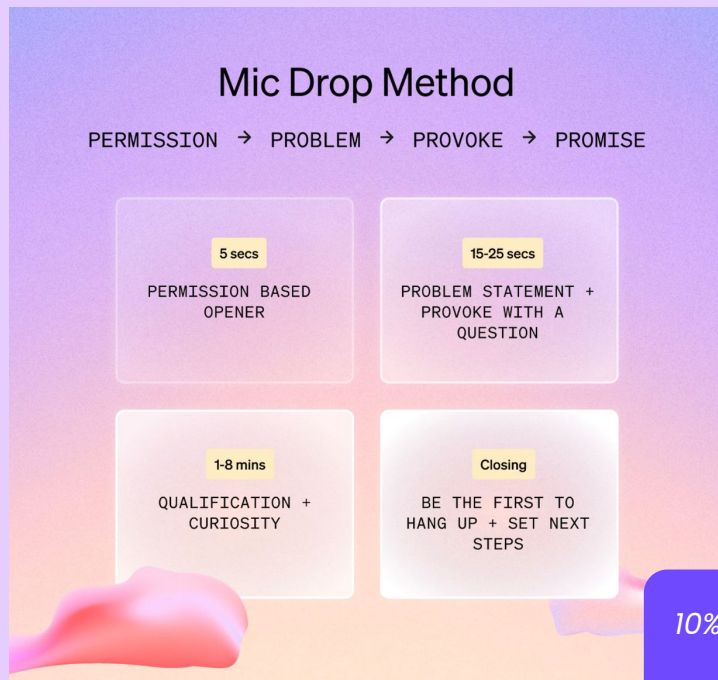
“Hi {{first name}}, it’s Josh cold calling you from Apollo. Do you mind if I take 10 seconds of your time?”



“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



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

## 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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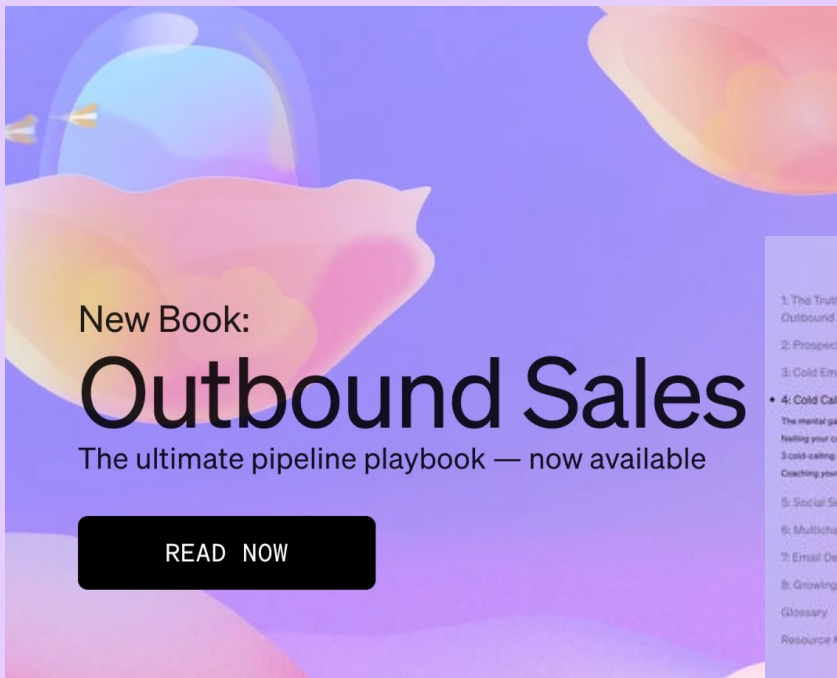
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### Tip

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.

# Allllll the tips in Chapter 4!

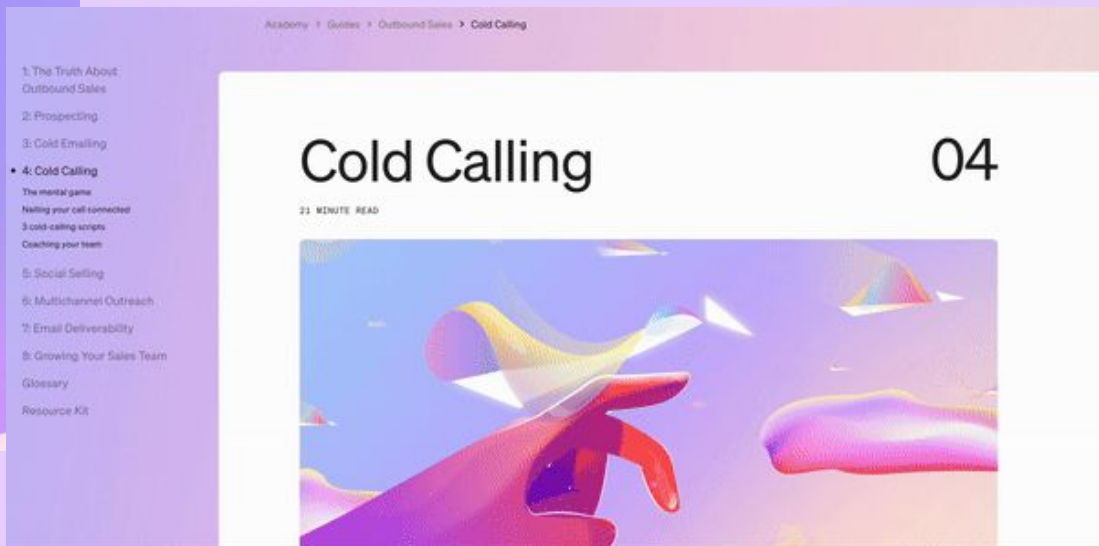


New Book:

# Outbound Sales

The ultimate pipeline playbook — now available

[READ NOW](#)



Academy > Guides > Outbound Sales > Cold Calling

## Cold Calling

04

21 MINUTE READ

- 1: The Truth About Outbound Sales
- 2: Prospecting
- 3: Cold Emailing
- 4: Cold Calling
  - The mental game
  - Healing 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

Secret #4

**LinkedIn touchpoints close  
deals faster**

## What the data says...

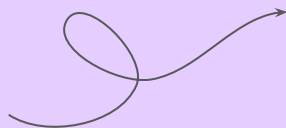
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**3 fewer**

touchpoints than  
average sales cycles

Source:  
<https://www.rainsalestraining.com/blog/how-many-touches-does-it-take-to-make-a-sale>

# Social selling is personal branding

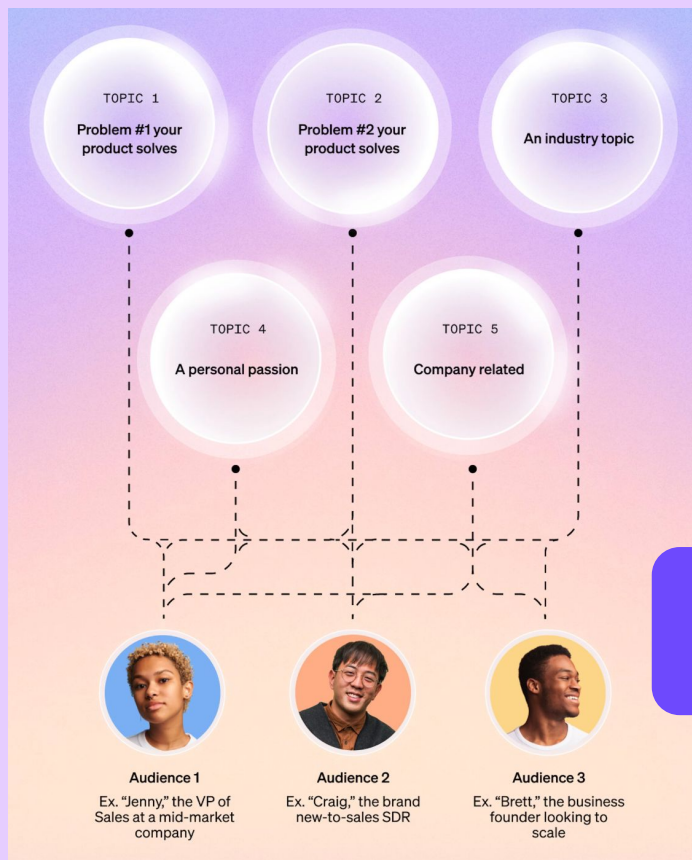
**"Your LinkedIn is your online reputation...your personal brand, not your resume. I look at LinkedIn profiles all the time. When they scream, 'I'm in sales. Buy from me!' and they aren't a value add, it's a turn off."**



- LINDSEY BOGGS, VP OF SALES DEVELOPMENT AT GLASSBOX

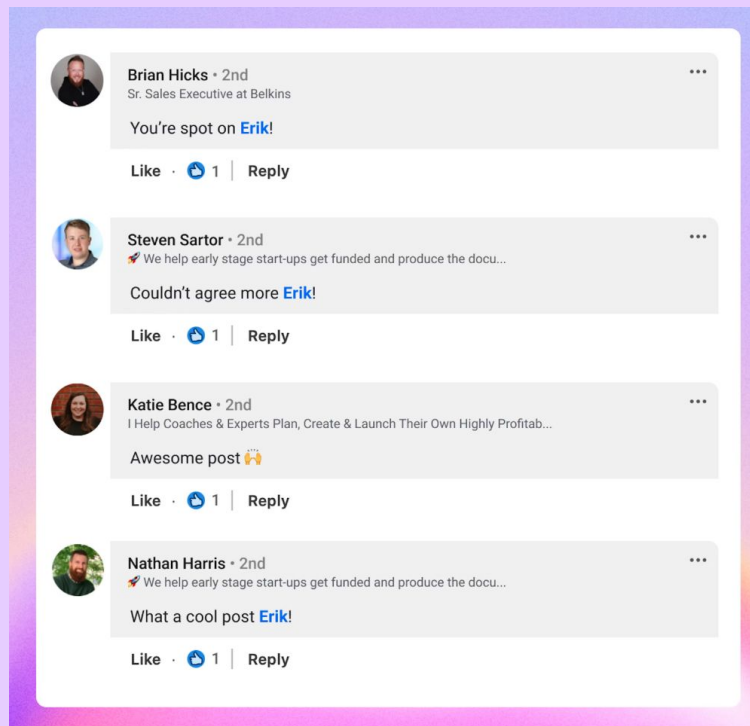


# Where do you start?



*Top LI Sales Voice, Zoe Hartsfield used this to consistently hit 60% of her quota solely through LI*

# Leave insightful comments

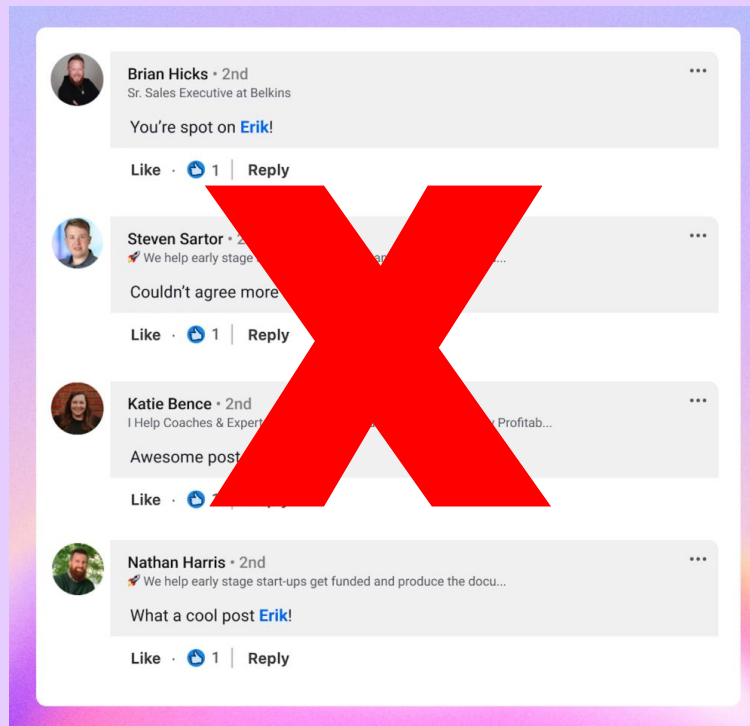


The screenshot shows a vertical list of four comments on a social media post. Each comment includes a profile picture, the user's name and title, the comment text, and interaction options (Like, Reply). The comments are as follows:

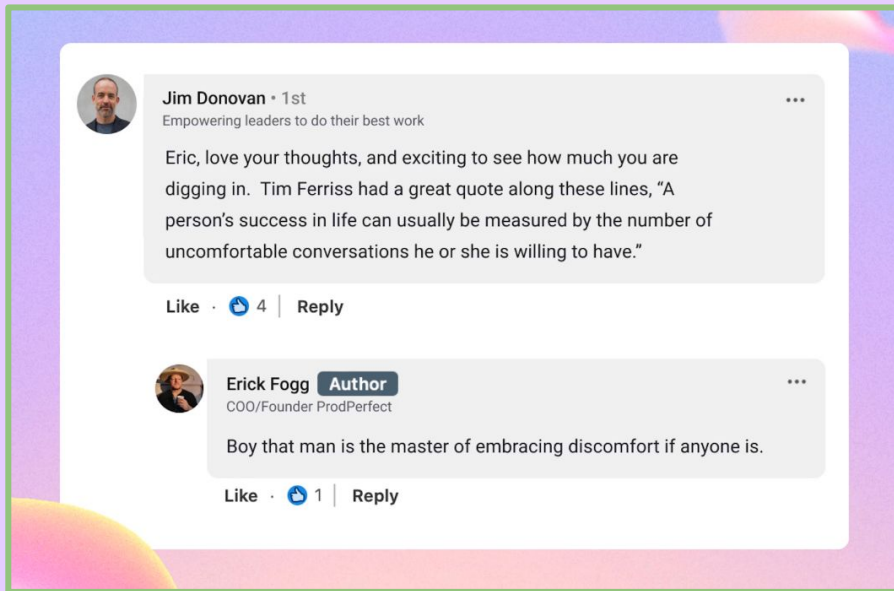
- Brian Hicks** • 2nd  
Sr. Sales Executive at Belkins  
You're spot on [Erik!](#)  
Like · 1 | Reply
- Steven Sartor** • 2nd  
🚀 We help early stage start-ups get funded and produce the docu...  
Couldn't agree more [Erik!](#)  
Like · 1 | Reply
- Katie Bence** • 2nd  
I Help Coaches & Experts Plan, Create & Launch Their Own Highly Profitab...  
Awesome post 🙌  
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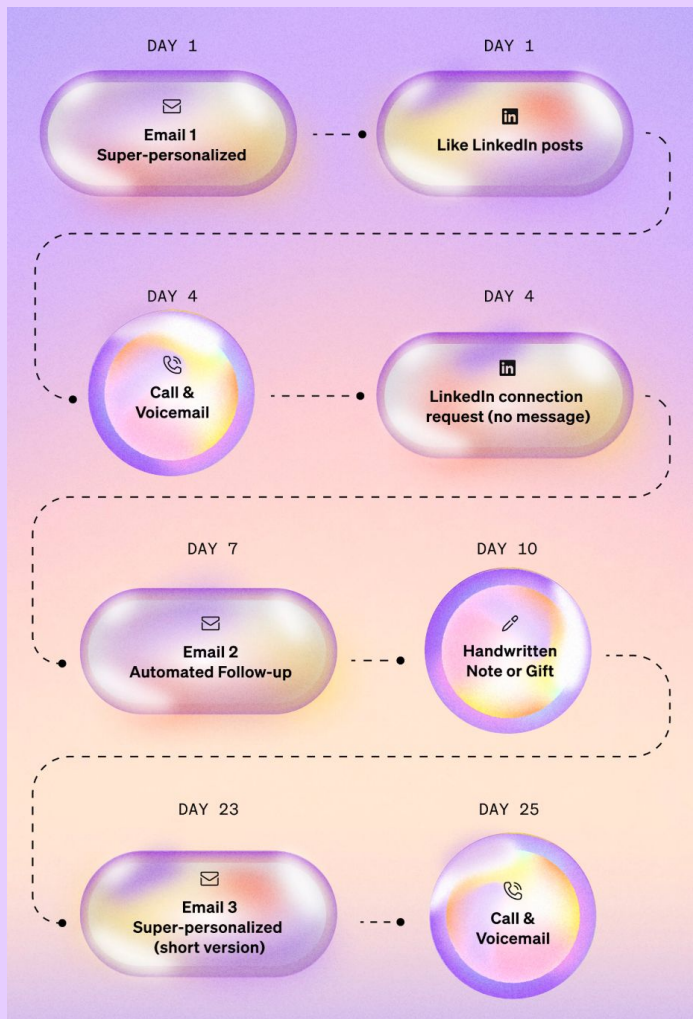
# Leave insightful comments



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Then – multi-channel becomes effective >>>



• LIVE WEBINAR

# Mastering Social Selling on LinkedIn

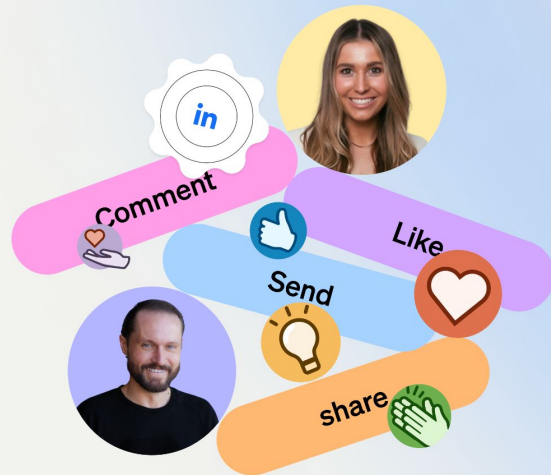
JULY 17, 2024 10AM PT / 1PM ET

SPEAKERS :

James O'Sullivan, Apollo Academy Instructor

Zoe Hartsfield, Senior Manager, Evangelism, Executive Presence, & Community

[Register Now →](#)



Secret #5

**C-Suiters *do* read your emails**

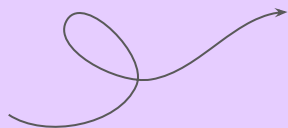
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Across 976M email sends, VPs and C-Suiters opened emails at a rate of **~21%**

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**Only 2%  
less**

than lower-seniority  
personas (who open at  
23%)

# 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

# Three ways to hit your quota

1

Close a few  
big deals

2

Close a lot of  
small deals

3

Close a mix of  
deals

# You need the C-Suite



# The best way to get to the C-Suite? Referrals

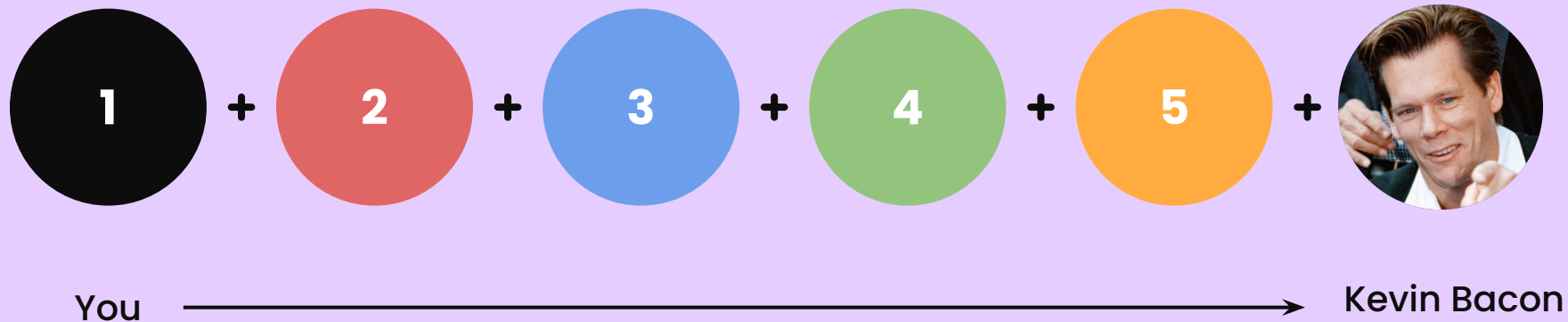
“With a referral, the people they direct me to always listen. 90 to 95% of all my business comes from that, just referrals.”



— Karst Kortekaas, Sales Director at Appier

*90-95% of Appier's sales come from referrals!*

# Six degrees of separation



# Six degrees of separation



**We have something to  
help!**

**“Find the Right Person” Sequence  
template**



# Want to speak to Apollo's Sales Team?

(about a Professional or Custom Plan)

Q&A

# Thank you

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We'd love to hear your feedback!

Follow us on

