

# Conversations that Convert

In this guide, we'll walk you through the 5 steps to set up and maximize Apollo's Conversation Intelligence.

Winning and losing a deal comes down to the quality of your conversations.

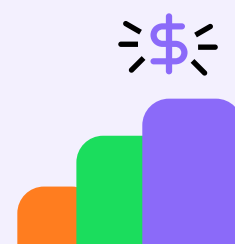
After talking to dozens sales executives and experts, we've identified the most common deal killers:

- ! Failing to secure next steps
- ! Not demonstrating enough expertise
- ! Neglecting to engage and multithread additional stakeholders

Conversation intelligence tools are transforming the sales process by offloading administrative tasks such as note-taking and post-meeting follow-ups. This shift allows sellers to focus on what they excel at: engaging and problem-solving with prospects through active listening and genuine curiosity.

With the help of conversation intelligence, companies have reported an impressive 21% increase in revenue. Sellers are leveraging AI-powered conversation insights to strengthen their discovery, increase deal velocity, effectively multithread, and proactively address objections.

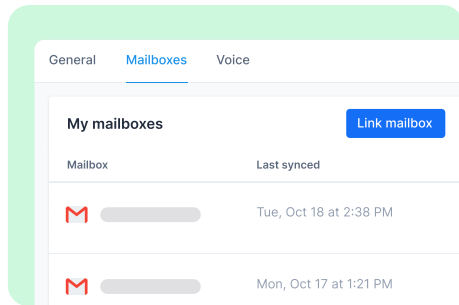
This guide will take you through the steps to fully leverage Apollo's Conversation Intelligence—from integrating your conferencing platforms to utilizing advanced features like keyword trackers and analytics. By the end, you'll be equipped to transform your sales conversations into strategies that win deals.



What companies have found helpful is using conversation intelligence — reporting results like a **21% increase in revenue**.

# Setting up Apollo Conversations

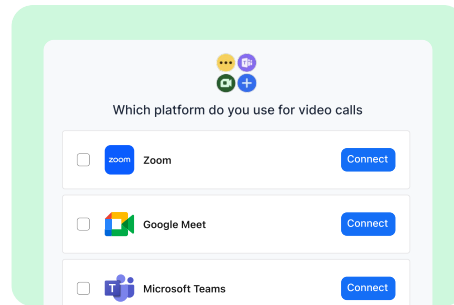
(You must be an Admin to set up Apollo Conversation Intelligence)



## Step 1 Link your mailbox

Connect your mailboxes to gain full conversations functionality. Apollo only pulls in recordings from the meetings you schedule via the mailboxes you've connected to Apollo.

Not sure how? Review a step-by-step video and guide in [Apollo's Knowledge Base](#)



## Step 2 Connect your conferencing platform

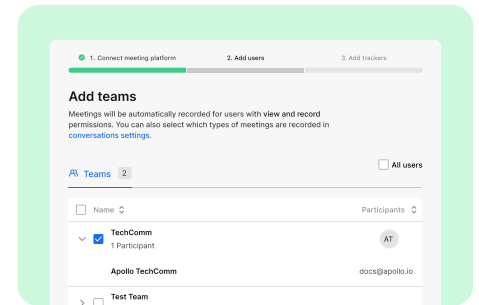
Apollo supports 3 communication platforms for conversations:

Zoom\* Google Meet Microsoft Teams

To access call recordings and utilize conversations functionality, you need to integrate Apollo with at least 1 of these platforms. If you use multiple communication platforms, you can add multiple integrations.

Need a deeper dive? Get step-by-step breakdown in [Apollo's Knowledge Base](#)

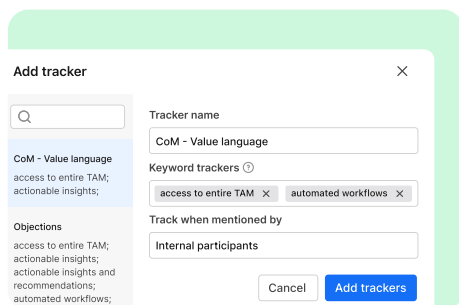
\*A Zoom admin account is required to connect with Zoom Pro, Business Plus, or Enterprise.



## Step 3 Set your team's permissions

Apollo records meetings for users that have view and record permissions.

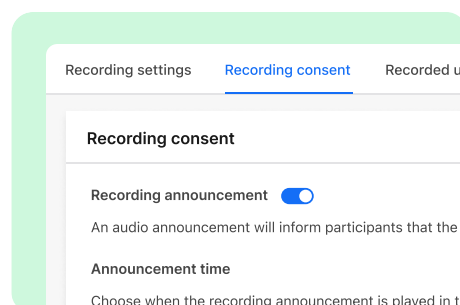
To add or remove permissions, click or un-click the checkbox next to the teams you want to include or exclude.



## Step 4 Configure your keyword trackers

Trackers are sets of keywords that Apollo detects in your recordings to help you identify and surface the most important parts of each call.

Apollo provides pre-built trackers to help you get started. You can edit your trackers to add keywords and phrases that are relevant to your unique organization and industry, including competitors, common objections, and your internal sales process (i.e. BANT, MEDDIC)



## Step 5 Configure your recording settings

Tailor your recording settings to meet your preferences and compliance needs.

You can select which meetings to record, exclude specific domains from recordings, and customize the name of the recording bot. Additionally, configure how participants are informed about the recording to align with local recording consent regulations.

Learn more about recording and consent settings in [Apollo's Knowledge Base](#).

# Coaching with Apollo Conversations

In today's fast-paced sales environment, the ability to quickly adapt and improve is key to being successful. Apollo's Conversation Intelligence is here to help. With our smart, AI-driven insights, you can supercharge your coaching efforts and ensure every team member not only meets but exceeds their sales goals.

Here's how top sales managers are leveraging Apollo's Conversation Intelligence to coach their reps:

## Pinpoint where to focus

Dive into call recordings and transcripts to see where your reps might be missing the mark—be it handling objections, diving deep during discovery, or nailing those value propositions.

## Provide focused feedback

Our conversation intelligence cuts through the noise by quantifying what works (and what doesn't). With objective scores, talk ratios, keyword usage, and more at your fingertips, you can give your reps the kind of feedback that leads to real growth.

## Scale what your top reps are doing

See what your top performers are doing right by reviewing their calls. Pinpoint the tactics, talk tracks, and techniques that win deals and share these golden nuggets with the team. It's a great way for everyone to learn from the best.

## Coach nonstop

Forget limited ride-alongs or infrequent reviews. Conversation intelligence gives you a continuous stream of data so you can provide on-the-spot feedback, reinforce good habits, and course-correct as needed.

## Fast-track onboarding new reps

Help your newbies hit the ground running with access to recorded calls that show how the pros handle objections and close deals. It's onboarding at the speed of business.

## Track progress over time:

Keep an eye on how your reps are improving over time with detailed conversation metrics and scores. It's all about making sure that your coaching efforts are paying off and that your team is consistently leveling up.

## How?

Conversation scorecards

Keyword trackers

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Conversation analytics

Custom call tags

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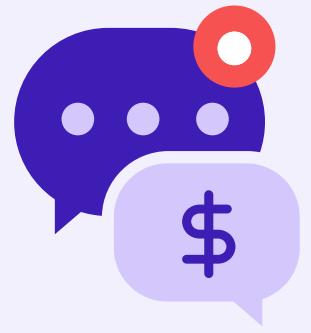
## How?

Conversation scorecards

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Keyword trackers

# Leveraging Apollo Conversation Intelligence to win deals



Your differentiation as a seller lies in how well you understand and connect with your prospects. Apollo's Conversation Intelligence helps you build authentic relationships so you can build trust to do what you do best - solve problems.

Here's how sellers are leveraging conversation intelligence to build trust and close more deals:

## Be more present

Ditch manual note-taking to stay focused and engaged during conversations.

## Craft personalized, data-driven follow-up

Easily identify pain points, goals, and requirements, and tailor your follow-up messages accordingly.

## Strengthen your discovery process:

Leverage keyword trackers to precisely identify where key qualification criteria are discussed during a call.

## Effectively multithread

Use insights from the buying process and key stakeholders to engage with multiple decision-makers and influencers, building consensus and driving the deal forward.

## Address objections and competitors

Quickly address objections and understand the influence of competitors to tailor your strategy effectively.

## Optimize your sales cycle

Identify bottlenecks to shorten the sales cycle and keep deals moving forward.

# Leveraging Apollo Conversation Intelligence to win deals (continued)



Successfully leveraging conversation insights doesn't end when the meeting does. The next steps and follow-up strategies are just as crucial in maintaining the momentum gained during your discussions.

Here's how to ensure your post-meeting actions are as effective as your in-meeting engagements:

## Summarize the call

Leverage conversation insights and AI to summarize key discussion points, including pain points and agreed-upon next steps.

## Proactively schedule the next meeting and engage

Set a follow-up meeting for a future date with an agenda and objectives. Maintain regular communication to keep the prospect engaged.

## Proactively multithread

Leverage your learnings about the buying process to pull additional stakeholders into the buying process.

## Provide relevant content

Only provide content that addresses questions or pain points brought up during the meeting.

## Follow-up on action items

Execute follow-up actions promised during the meeting and notify the prospect when they are done.



By integrating these best practices into your sales process with the help of Apollo's Conversation Intelligence, you can build lasting relationships with your prospects.