



Better Leads, Bigger Wins: Master Prospecting in 3 Steps

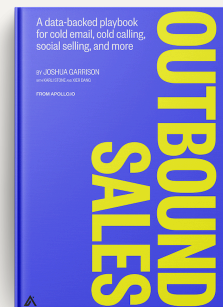
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Recommended Approach

Only 10% of buyers in your total addressable market are actually open to exploring a new solution – and an even smaller fraction are ready to buy right now. To get the most bang for your buck, spend most of your time focusing on finding and engaging these prospects.

- Define your ideal customer profile / persona
- Identify the hottest leads and listen for key buying signals
- Do your research to ensure your messages are personalized and relevant

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.](#)



Building Your ICP & Personas

To help define your ideal customer profile, here's what you need to do:

1. Pull a list of all your deals from the last 90-120 days and include all titles involved in the purchase.
2. Ask key questions about the types of people and companies involved in the deal:
 - What industries are they in?
 - What are the titles of people you've interacted with?
 - What are the characteristics of their company? (employee count, locations, etc.)?
 - Is there a difference between who signed the contract and who actually uses your product or service?
3. Identify common threads you see in the data. What's common across:
 - Industry?
 - Geography?
 - Company size?
 - Technologies or services used?

Tips

- If you're brand new and don't yet have a solid customer base, start with some hypotheses: Who do you think could buy your product?
- Start with no more than three titles. Test out your initial assumptions and use the learnings from those tests to refine your targeting.
- Turn common objections into insights to refine your ICP.
- Multi-threading your deals can help increase deal value and move them forward.

Do it in Apollo

- [Identify Your Ideal Customer Profile \(ICP\)](#)
- [How to Create a Persona in Apollo](#)

Prioritizing Your Best Leads

Focus most of your time on your top prospects who have the highest propensity to buy and are in the market for a new solution right now.

You can do this with a combination of:

- **Listening for key buying signals**, like website intent and 3rd-party intent.
- **Leveraging lead scores.** To create a lead scoring model:
 1. Define your criteria. Reference your ICP!
 2. Weight your attributes.
 3. Gather more data, like CRM data and behavioral data.

[Learn more in this explainer on lead prioritization.](#)

Do it in Apollo

- [Set up Apollo's Lead Scoring](#)
- [Use Buying Intent](#)
- [Track Website Visitors to Prioritize Prospects](#)
- [Checklist for Building a Lead Scoring Model](#)

Researching Your Prospects

The internet is a big place – use it to your advantage! Researching your prospects before you call them or press send on emails will help you:

- Pre-qualify your prospects
- Personalize your messages
- Build relationships and a business case

There are many places you can research your prospects, but LinkedIn and the company’s website are great places to start. Here are some key signals to better understand your prospects:

Company-level info (Your CRM, company website, socials, Google search)	Contact-level info (Your CRM, LinkedIn, Reddit, social platforms)	The industry & market (Google search, news publications, analyst reports)
<ul style="list-style-type: none"> • Company description • Investors who funded • Executive activities • Product milestones • Mergers and acquisitions • Company growth • 10ks • News and PR • Purchase history 	<ul style="list-style-type: none"> • University/college • Job anniversary • Career moves • Presentations at events/podcasts • Published content • Previous roles • Previous employers • Mutual LinkedIn connections • LinkedIn posts and engagement • Recent awards or recognitions • Previous engagement with your brand 	<ul style="list-style-type: none"> • Recent industry trends • Industry terminology • Industry conferences • Review sites; G2, Capterra <p>IT & Technology:</p> <ul style="list-style-type: none"> • Crunchbase • TechCrunch <p>Marketing:</p> <ul style="list-style-type: none"> • Adweek • Digiday <p>Finance & Management:</p> <ul style="list-style-type: none"> • Financial Times • The Economist • Wall Street Journal

Do it with Apollo

- [Research Your Contacts and Accounts](#)
- [View and Edit Contact Profiles](#) & [View and Edit Account Profiles](#)
- [Use the Apollo Chrome Extension](#) to get contact and account insights wherever you work

Additional Resources

Get step-by-step explainers on prospecting best practices – and how to outbound like the world’s best sellers – in our book: **Outbound Sales: A data-backed playbook for cold email, cold calling, social selling, and more**


- [“Outbound Sales” – Prospecting Chapter](#) (Free online)
- [“Outbound Sales” on Amazon](#) (Available as ebook, paperback, hardcover)

Learn how to write emails that produce incredible results, such as 43% open rates and 20% reply rates, in [Samantha McKenna’s Master Class](#)

Explore more prospecting in this webinar recording, [How to Build Amazing Lead Lists](#).

How to get help & training on Apollo

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

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