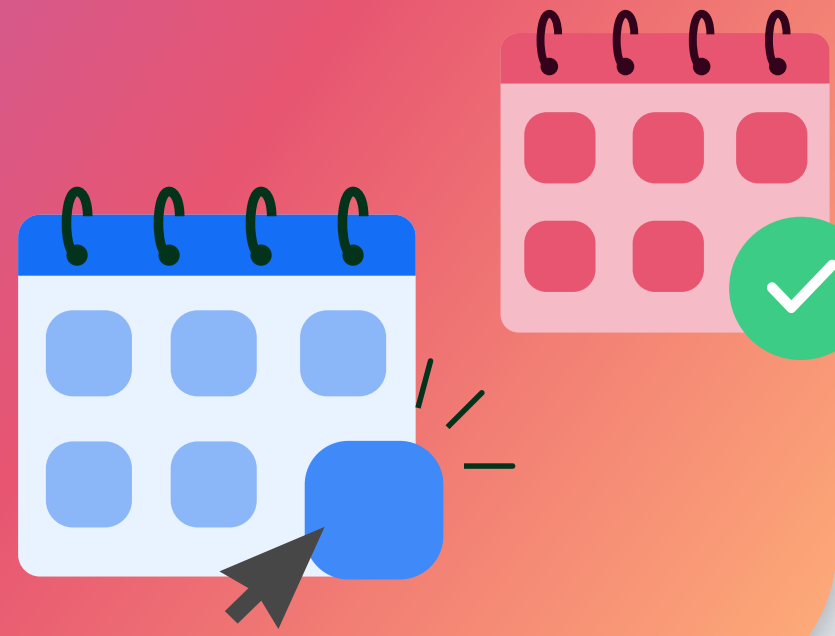# How to Book More Meetings in Apollo

To do

The basics

- Create and subscribe to saved searches
- Create a sequence
- Add contacts to a sequence
- Download and install Apollo Chrome Extension
- Add and complete LinkedIn tasks in a sequence
- Create and edit sequence sending schedules

Increase your chances of getting a reply:

- Create tasks (only available on Professional or Custom plans).
  Tasks you can add to sequences include:
  - Manual Email tasks
  - Phone Call tasks
  - Action Item tasks
- Configure the Dialer (only available on Professional or Custom plans)

🎬 Watch this how-to video that walks you through how to build sequences with automatic or manual emails, phone calls, and LinkedIn touches.

- 🎬 Watch our webinar featuring the 5 Best Sales Sequences to Book Meetings. Then, head to our Sales Sequences Resource Kit to grab sample email copy.
- Or get inspired by 3 examples of high-performing sequences.
- Explore How to up-level your prospecting in Apollo, which showcases helpful filters like years in current role and headcount growth

🎬 Watch the full 7-video course, How to Find Leads and Book Meetings with Apollo, to learn how best to use Apollo to build pipeline.

Call Script

Hey {{first_name}}, it's [your name] from [your company], are they keeping you busy today?

Look I know I caught you cold here — do you mind if I level with you quickly and you can let me know if you think it's worth a follow-up?

I saw you were heading up [role] at {{company}}, and I wanted to introduce [solution] to you.

Give a 1-2 sentence pitch with added credibility/social proof

So {{first_name}}, how is [pain point] looking for 2023?

Wait for answer

Awesome, well if I could get you more [value] than [their answer] would it be worth a 30-minute walk-through of how [product] works?

🎬 Watch Perfecting the Cold Call: How to Win on the Phones to learn more about cold-calling.

Hi {{first_name}}. This is [your name] from [your company].

You might recall my email from [day of the email] where I shared how [solution] can solve [prospect's pain point]. I truly believe this could be a game changer for {{company}} and would love to hear your thoughts so we can tailor it to your unique needs.

Please give me a call at [your phone number] if you'd like to explore this further. Again, that's [your name], [your phone number].

Have a great day!

Manually Personalizing Your Email

🎬Watch our free Master Class: How to Write Cold Emails Anyone Will Respond to.

Samantha McKenna teaches the Show Me You Know Me® personalization method that regularly results in >**40% opens** and >**20% replies.**

The method informs 5 major elements of the perfect cold email:

- ☐ Subject line that only makes sense to your prospect
- ☐ First sentence introducing yourself and elaborates on subject line
- ☐ Transition before your sales pitch
- ☐ Value proposition (address the challenge, how you solve it, and anticipate a forthcoming objection)
- ☐ The close, with a call-to-actions and no meeting link

Download Sam's Perfect Email Cheat Sheet and learn more about how to put these tips into practice.

Example SMYKM email

Benji the Bengal's Favorite Pilot + Coupons2Go

Hi Jim,

We haven't met yet, but I'm Josh and I run the couponing program at Coupons2Go. I often drive across the country for work and whenever I can, I stop at a Pilot/Flying J — y'all have hands down the best experience of any travel center! When I saw you went to Buffalo State I wanted to drop you a line of some Flying J Trivia.

Here it is: the closest Pilot/Flying J to Buffalo State is in what country?

While that percolates, the real reason I'm reaching out is to chat about Coupons2Go. My guess is, if you could find a way to both delight Pilot's 1.5m daily customers and increase per-transaction revenue by 20% or more, you'd do it. But it's hard to make that kind of impact at your scale.

That's exactly what we do at Coupons2Go. While you do already have some awesome couponing strategies in place, our digital coupons have a massive nationwide reach that have helped some of your (lesser) competitors break their quarterly sales targets already.

If you're up for a chat about this I'd be thrilled to find a time whenever is convenient for you.
Cheers!
Josh
(P.S....the answer is....Canada!

Example "Broken" Variable Template

Hi {{first_name}},

We haven't met yet, but I'm Josh and I run the couponing program at Coupons2Go. {{personalized intro}}.

The real reason I'm reaching out is to chat about Coupons2Go. {{value prop and customize script - That's exactly what we do at Coupons2Go. While you do already have some awesome couponing strategies in place, our digital coupons have a massive nationwide reach that have helped some of your (lesser) competitors break their quarterly sales targets already.}}.

If you're up for a chat about this I'd be thrilled to find a time whenever is convenient for you.

Cheers!
Josh

✏️ TIP: Use 'broken' dynamic variables in your manual email template. This will remind you to personalize the message and Apollo won't let you send or schedule it otherwise.
- Use curly braces {{like this}} to create your variable. Other formats [like regular brackets] or (parentheses) won't work.
- Check that you're not using an existing dynamic variable name for the 'broken' variable.
- In the example template above, ((first_name}} is a working dynamic variable but {{personalized intro}} is not.

Auto-email Follow-up Templates

Email #2 (Automated follow-up after 1st touch)

Hey {{first_name}}, quick yes or no is fine. Do you need help with {{challenge}}

→ Example:
Hey Laura, quick yes or no is fine. Do you nee help with SEO?

Email #3 (Automated follow-up after 1st touch)

Hey {{first_name}}!

I've tried to get in touch with you a few times but it seems like it's not the right time.

Quick note for when you get back, [value prop summary].

Does that sound even a little like something you need?

Josh

→ Example:
Hey Laura!

I've tried to get in touch with you a few times but it seems like it's not the right time.

Quick note for when you get back, I run an SEO practice that helps companies get in the top 3 results on Google and increase organic traffic by 20%.

Does that sound even a little like something you need?

Josh

Delight ideas for additional touches

- Video message (over LinkedIn / Email / Text message)
- Gifts
  - Services: Reachdesk, Zest, Sendoso, Alyce, Goody
  - Examples: Treats, plants, gift cards, coffee / tea, books, socks
- Custom Art
  - Example: commission an artist on Fiverr for LinkedIn photo
- Notes / cards
  - Example: Handwrytten
- In-person event ideas
  - VIP dinner
  - Happy hour
  - Poker / Game night
  - Sports / Show tickets or box seats
  - Fun Class / Workshop
  - Gold & Mini Golf
  - Private Museum Tour
  - Wellness activities (yoga, sound bath, meditation etc.)
- Invite to be a guest on webinar / blog / podcast
- Office hours, panels, AMAs, talks (in-person, remote)