

How to Book 30% More Meetings

Today's agenda

1. Housekeeping (Do these things first)

2. Meet the host James A. O'Sullivan

3. Selling in 2024

4. What the data says

5. Build it in Apollo

6. Q&A



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), and Tools & workflows (Tasks, Plays, Analytics). The main content area shows a contact card for Alissa Jones, VP of Sales at Dropbox, with social media icons and an 'Add to sequence' button. Below this 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...'



Your host



James A. O'Sullivan
Apollo Academy Professor
(and recovering sales leader)



You're already finding good leads....



You're already finding good leads....



You're using sequences to send emails...



You're already finding good leads....

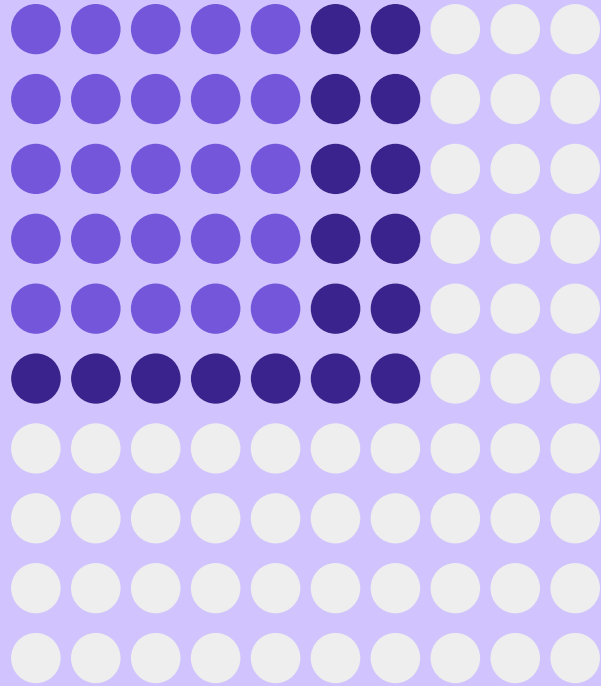


You're using sequences to send emails...



You're still not booking enough meetings

Today: how to UNLOCK MORE meetings from the same leads.



**And it's never been more
important...**

It's harder to get replies.

Reply rate: <3%

It's harder to GET INTO THE INBOX!

- 49% of all email identified as SPAM
- New guidelines from Google & Yahoo



**70% of sales reps are saying
it is harder to sell now.**

Quota attainment went down another
10% pts to 53% in 2023.

Quota attainment went down another
10% pts to 53% in 2023.

And it's expected to get worse in 2024.

**It is time to
upgrade your
sales process.**

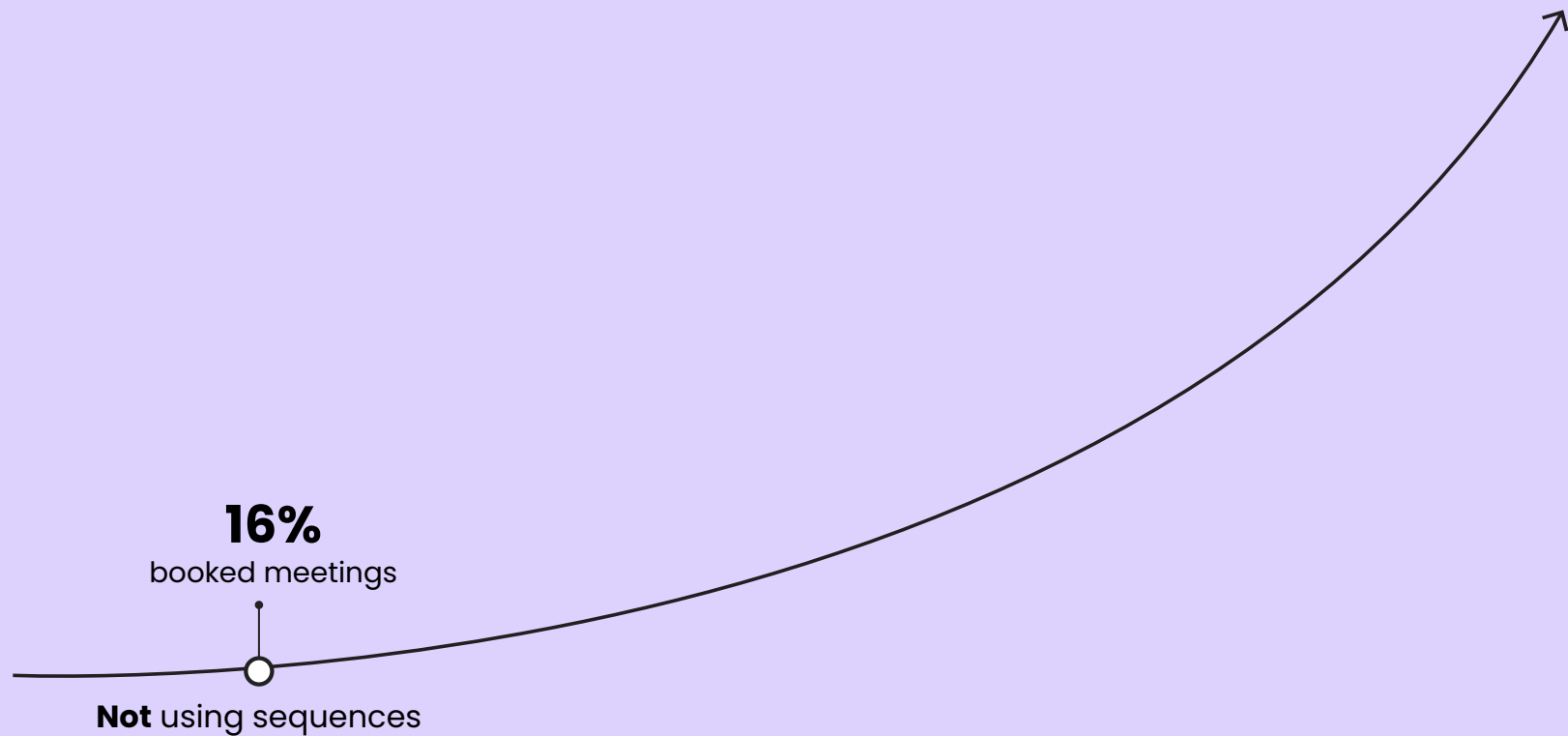


**What does the data say
about booking meetings?**

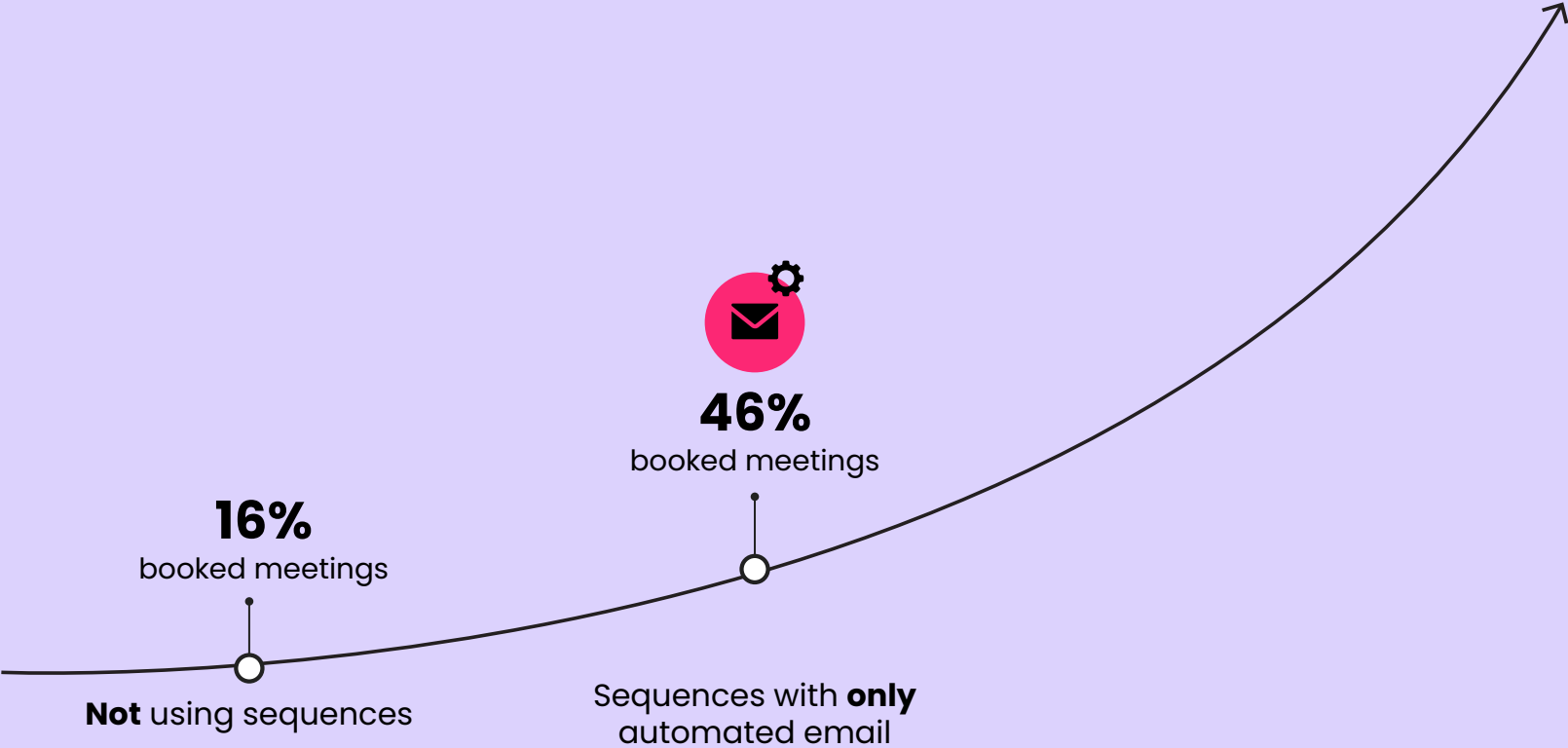
Follow up and diversify



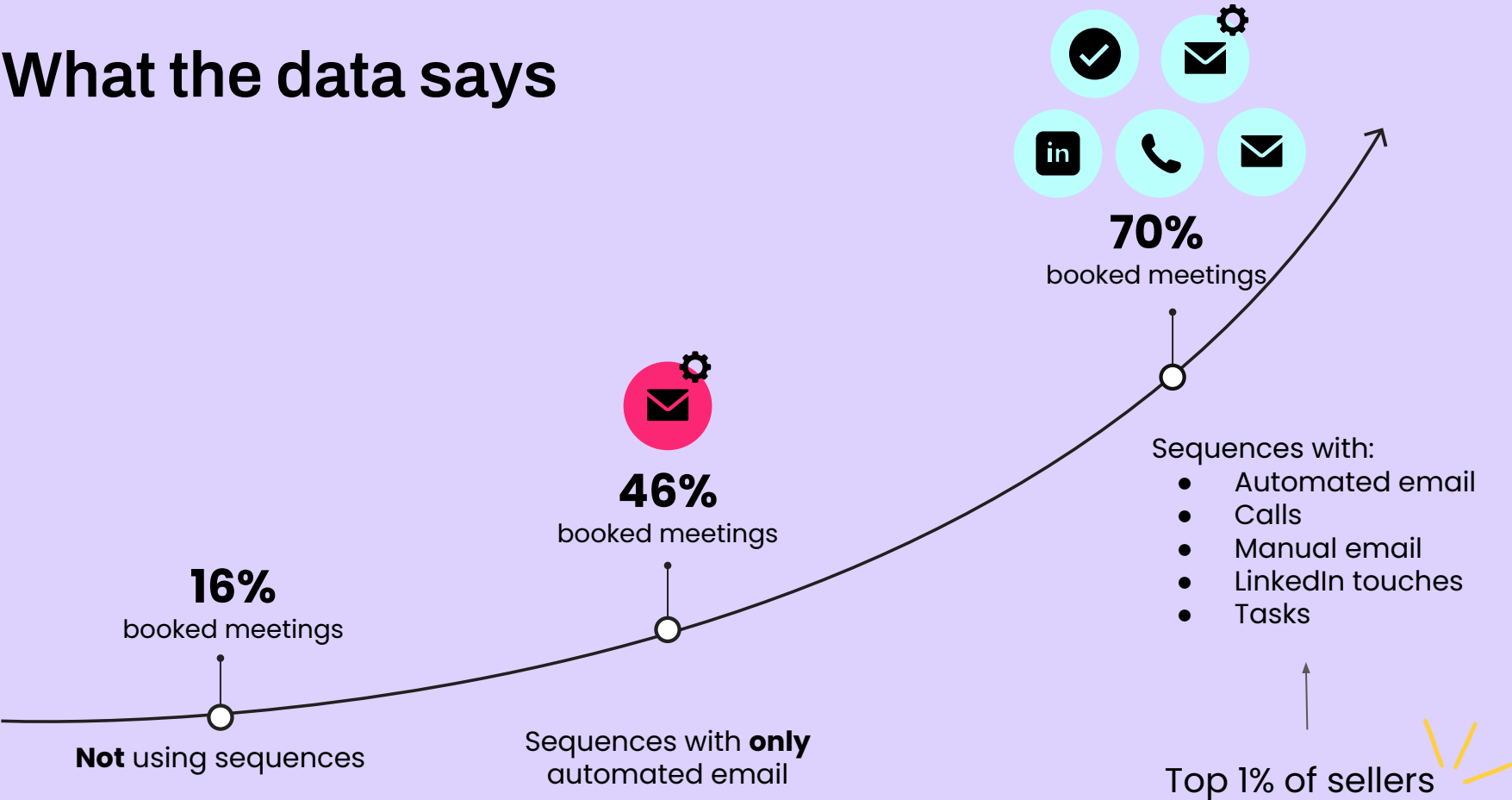
What the data says



What the data says



What the data says



In 2024, we move to the right 🙌

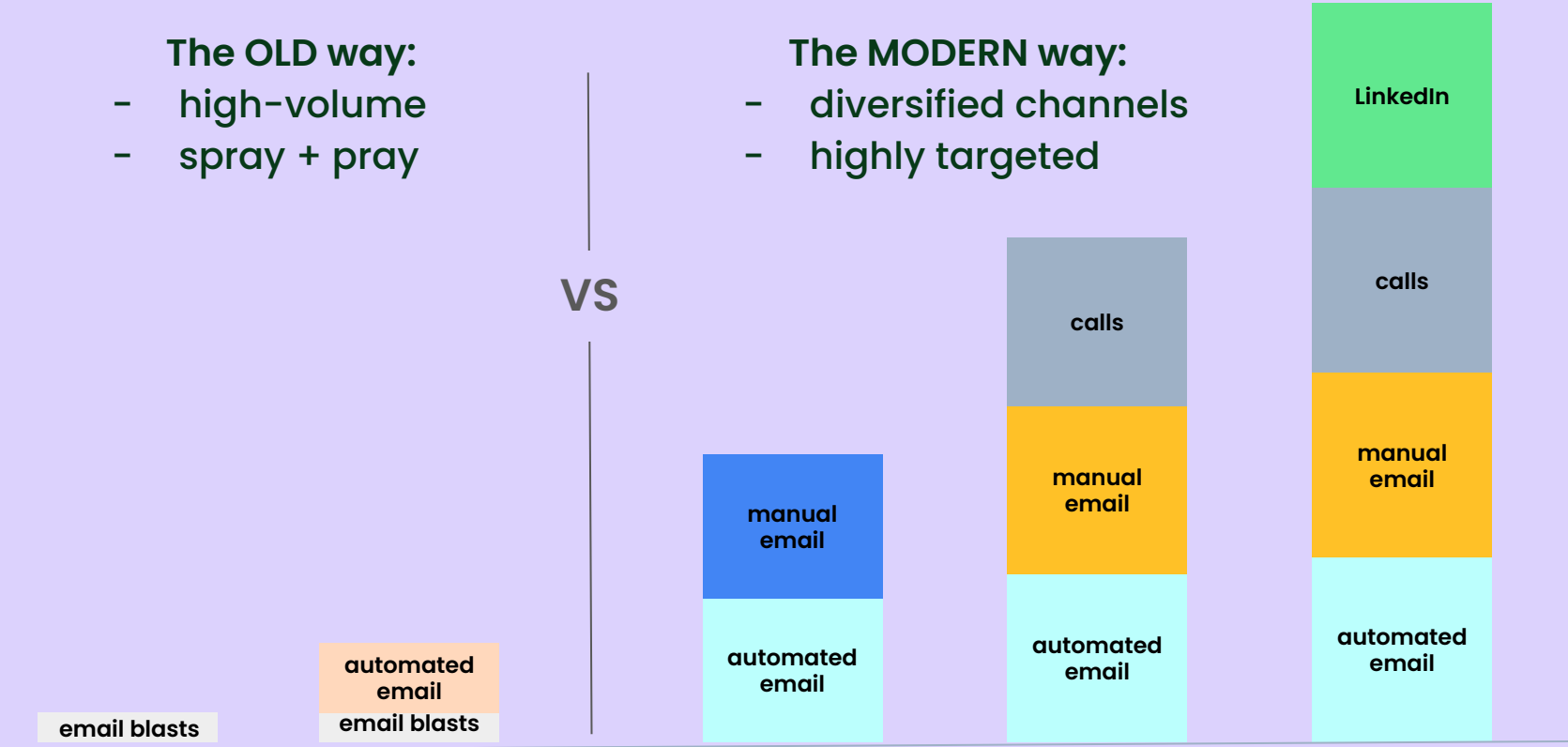
The OLD way:

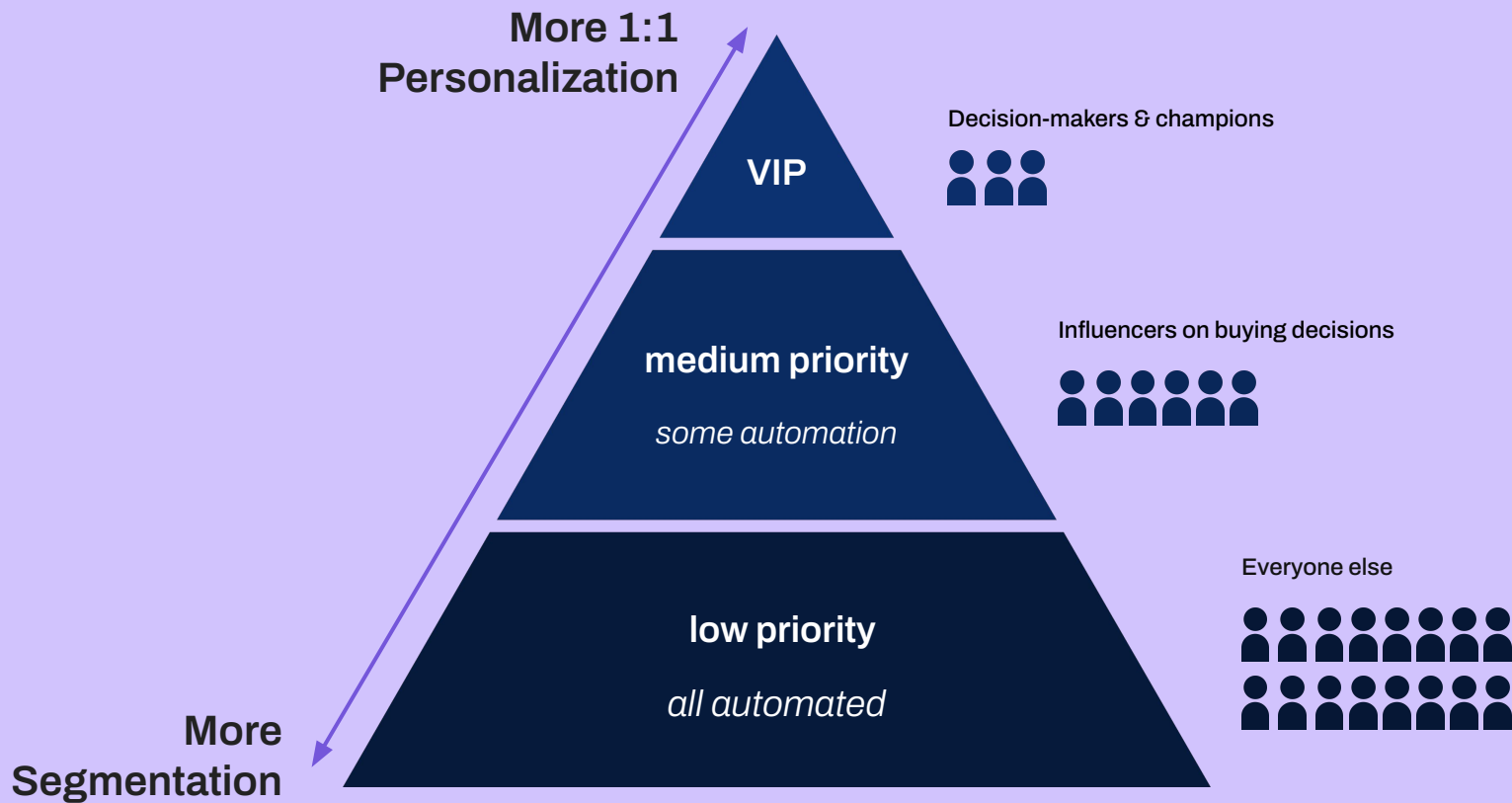
- high-volume
- spray + pray

The MODERN way:

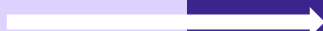
- diversified channels
- highly targeted

VS







We'll walk
through
adding
these...





Automatic

 **Automatic email** AI available!
Emails are delivered automatically.


Tasks


 **Manual email** AI available!
Task is created to edit and deliver email.


 **Phone call**
Task is created to call prospect.


 **Action item**
Task is created to perform custom action.

LinkedIn tasks ⓘ

 **LinkedIn - Send connection request**
Send personalized invitations to connect with contacts for a positive first impression.

 **LinkedIn - Send message**
Send personalized direct messages to contacts you're connected with to build relationships.

 **LinkedIn - View profile**
View a contact's LinkedIn profile to gather key information for more effective engagement.


 **LinkedIn - Interact with post**
View a contact's activities and interact with their recent posts to foster engagement and boost visibility.

Add a call step

- Add phone script
- Leave a VM



Select a sequence step ✕

 **Phone call** Change step
Task is created to call prospect.

When to start this step:

Immediately after the previous step

3 days after the previous step

Assign task priority

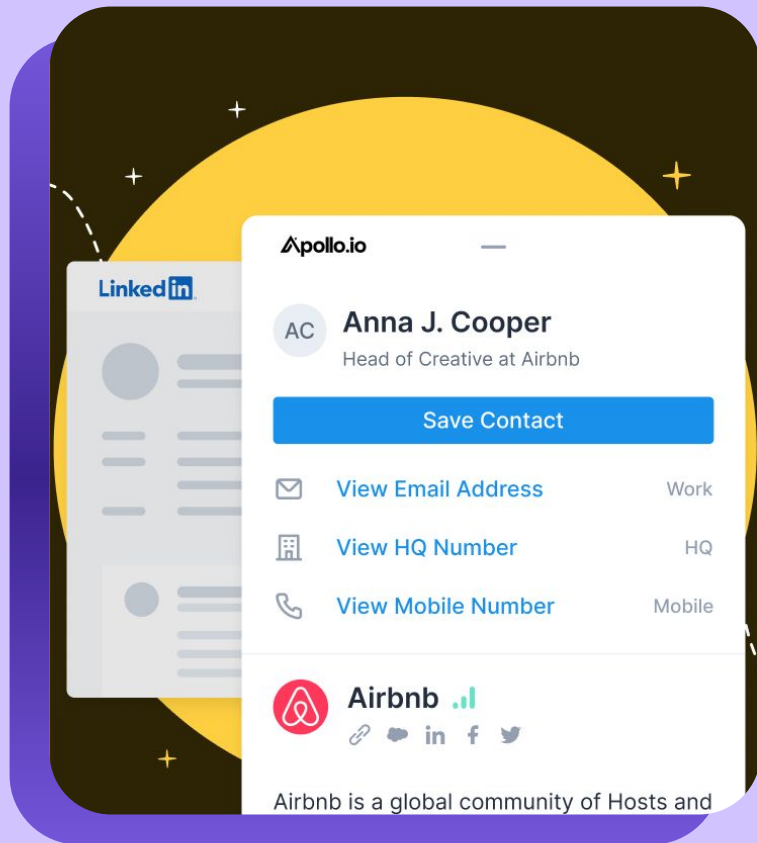
High priority Medium priority Low priority

Add note

Add a description, purpose or goal for the task

Add LinkedIn steps

- Connect request
- Interact with content
- Chrome extension



Add manual email step

- Personalize
- Add broken variable

The screenshot shows an email from Josh G to Jim. The email content is as follows:

Benji the Bengal's Favorite Pilot

Josh G <Josh@coupons2go.com>
to me ▾

Hi Jim,

We haven't met yet, but I'm Josh and I run the couponin country for work and whenever I can, I stop at a Pilot/F any travel center! When I saw you went to Buffalo State

Here it is: the closest Pilot/Flying J to Buffalo State is i

While that percolates, the real reason I'm reaching out i find a way to both delight Pilot's 1.5m daily customers : you'd do it. But it's hard to make that kind of impact at y

That's exactly what we do at Coupons2Go. While you d place, our digital coupons have a massive nationwide r break their quarterly sales targets already.

If you're up for a chat about this I'd be thrilled to find a t

Annotations on the left side of the screenshot:

- Non-salesy first sentence: points to the first paragraph of the email body.
- Transition: points to the second paragraph of the email body.
- Value proposition: points to the third paragraph of the email body.

New!

master class

How to Write Cold Emails Anyone Will Respond to



[Start course now](#)

Samantha McKenna

Founder at #samsales



Dealer's choice step

- Video message
- Handwritten note
- Voice note
- Gift

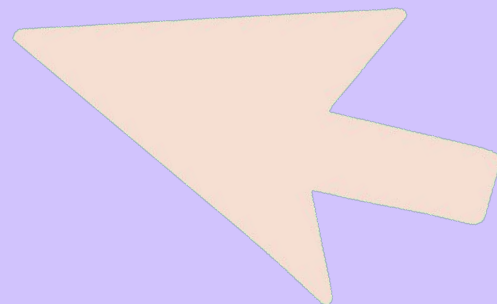


Let's do this in Apollo...

Dealer's choice step

- Video or Voice message
- Handwritten note
- Voice note
- Gift / Delight

Choose a step!



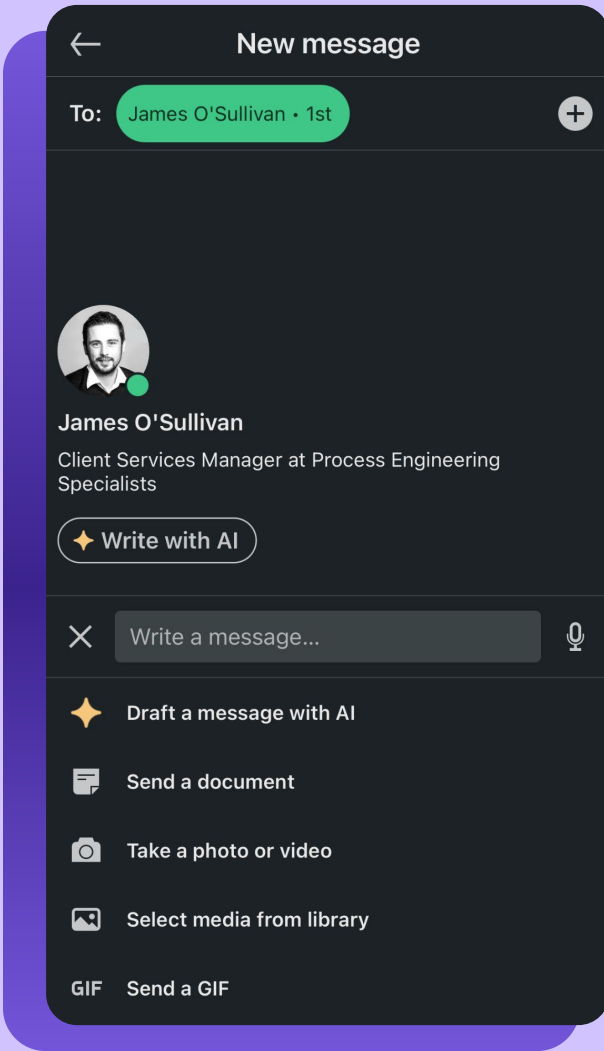
Video message

- LinkedIn
- Loom
- Youtube link
- Text message



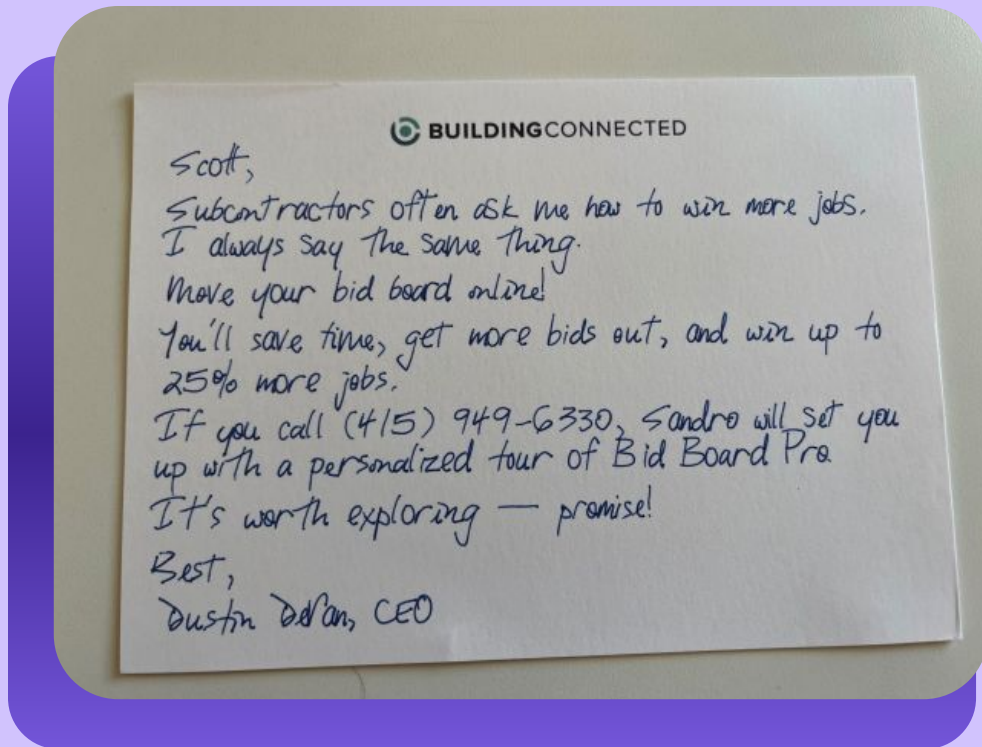
LinkedIn video message

- Mobile app
- Can record in-app
- Upload on desktop or app



Handwritten note

- Be casual
- Personalize
- Short & to the point
- Phone number



Delight Ideas

- Gifts
 - Services: Reachdesk, Zest, Sendoso, Alyce, Goody
 - e.g., Treats, plants, gift cards, coffee / tea, books, socks
- Art (e.g., commission artist on Fiverr for portrait)
- Notes / cards
- Invites to in-person events (VIP dinners, panels, happy hours, sports/concerts)
- Invite to be a guest on webinar / blog / podcast
- Office hours, panels, talks (in-person, remote — with exec, influencers, peers)

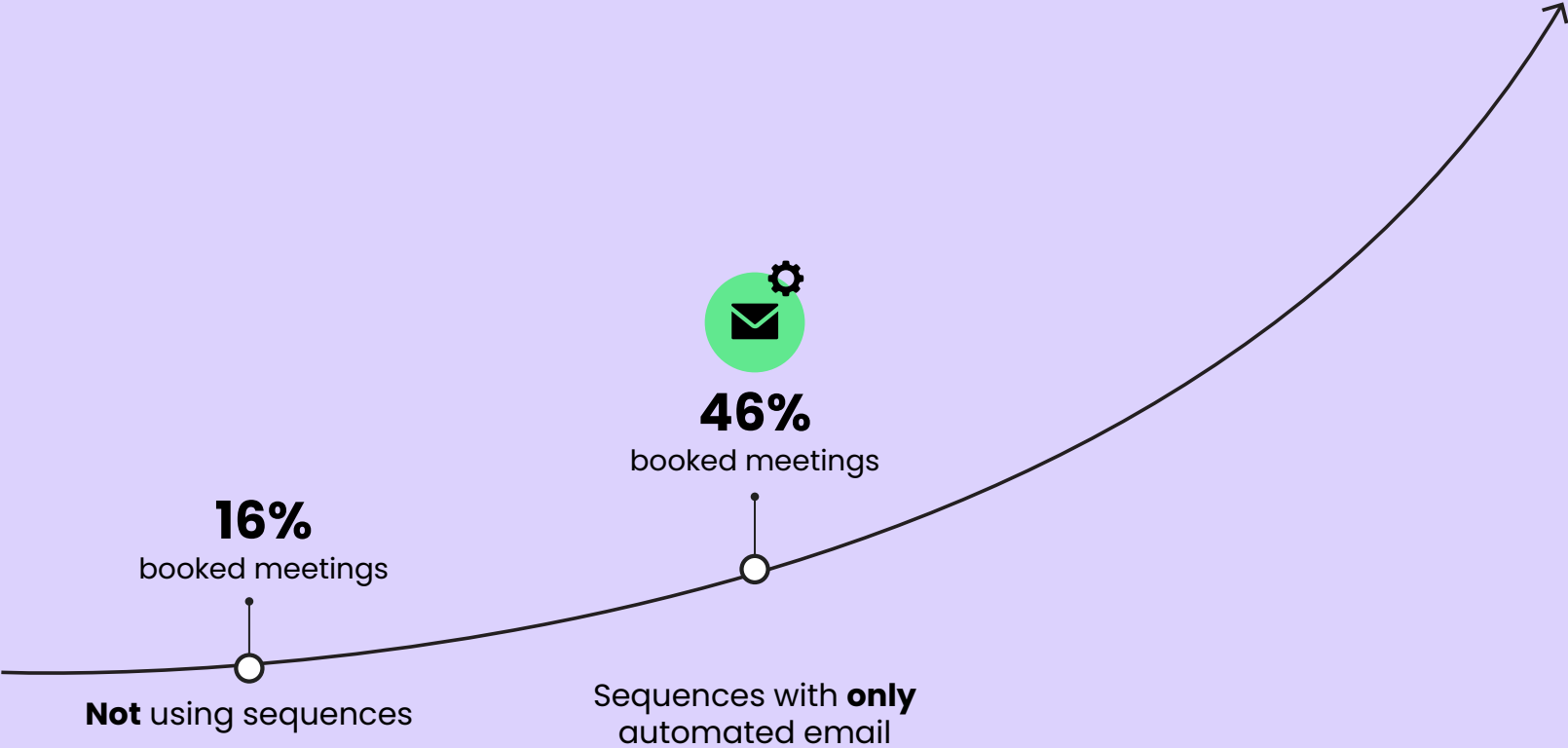


Grove Cookie Company
CHOCOLATE CHIP

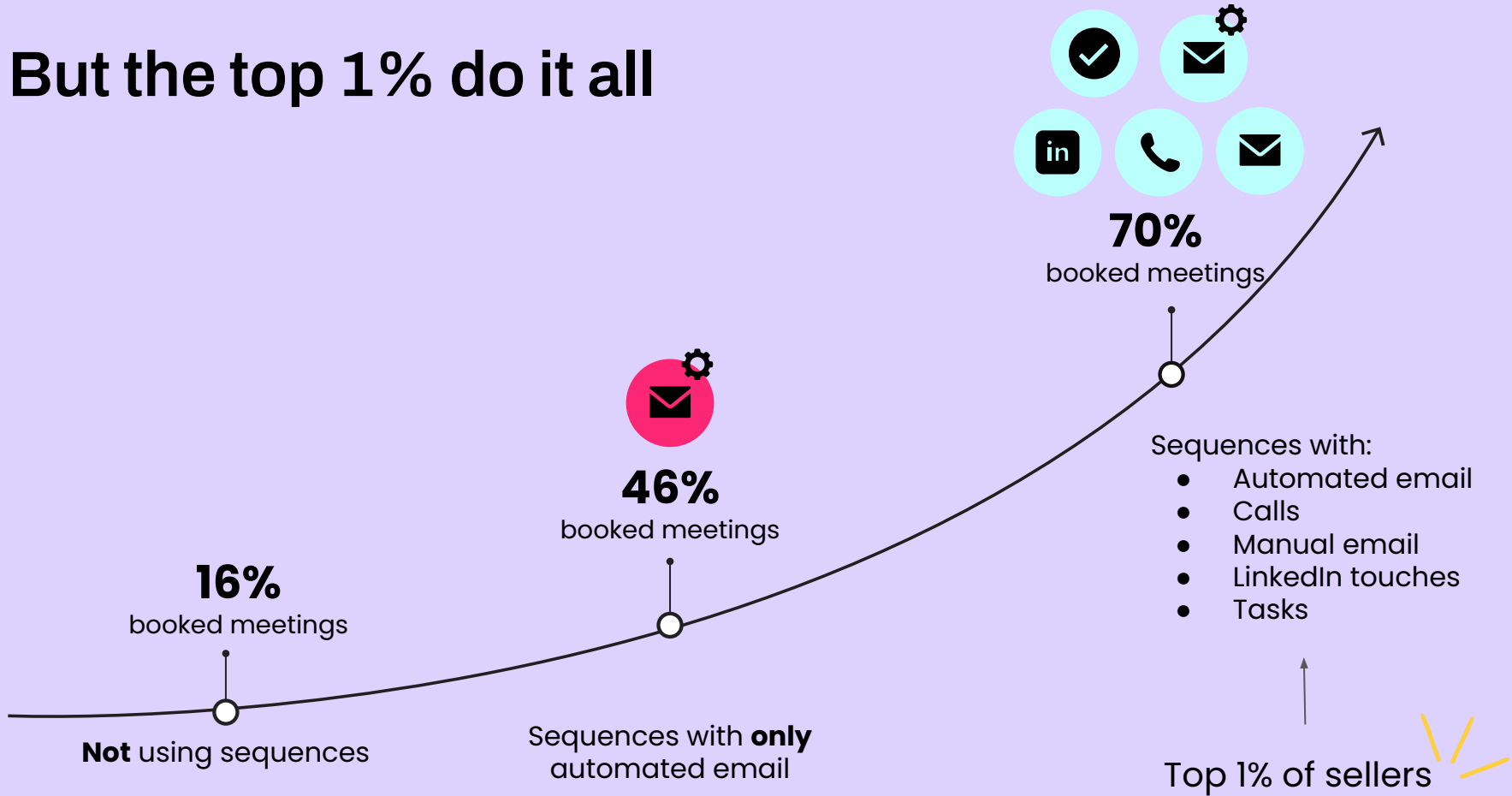
\$25.00 - \$48.00
Options available



Just adding one more channel will help



But the top 1% do it all



Q&A



Thank you

We'd love to hear your feedback!

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