



## Webinar Resource Kit

# Mastering the Meeting

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## Set Up Apollo Meetings & Conversations

- See [interactive demo of Apollo's AI-powered Meeting Tools](#)
- [Set Up Apollo Conversations](#).
  - Make sure your calls are getting recorded with this [checklist](#)
  - You can also [manually record conversations](#)
- [Set up Apollo Meetings](#)
- [Create and manage your meetings](#)

## The Meeting Process

- [How to Optimize Meeting Conversion Rates with Apollo](#)
- [Research and Prepare for Upcoming Meetings](#)
- [Ask Apollo: Uncover Conversations Insights Using AI](#)
- [Send Follow-up Emails Using AI](#)
- [Auto-populate CRM Fields Using Conversation Recordings](#)
- [Meetings Best Practices Guide](#)

- ❑ [\[Free Course\] How to Schedule & Manage Meetings With Apollo](#)
  - ❑ Don't miss the NEW lesson on [using pre-meeting insights to prep](#)
- ❑ [\[Free Course\] How to Use AI-Powered Call Recording to Close More Deals](#)

The image shows a promotional banner for a course. On the left, the text reads: 'LEARN APOLLO', 'Close More Deals With AI-Powered Call Recording', 'WITH JAMES A. O'SULLIVAN', and 'How does increasing your win rate by 26% sound? Join sales expert James O'Sullivan as he teaches how to use Conversation Intelligence to track, record, & analyze meetings like a pro.' Below this is a 'Start course →' button. On the right, a screenshot of a 'Call summary' interface is shown. The interface includes a profile picture of a man, an 'Outcome' section with the text 'The outcome of the meeting was that Ramsey and Elise discussed...', and a 'Next Steps' section with a list item 'Amazon'. Below the call summary is a screenshot of a meeting interface with a 'Next Steps' table.

Next Steps	Owner	Due
Amazon	Elise	2/1
Zoom	Elise	2/1
Microsoft	Elise	2/1
Google	Elise	2/1

## Post-meeting multithreading

You can enable your champion to set up a meeting with more stakeholders. By sharing a pre-written email template with your champion, they can quickly kick off the meeting scheduling process.

Here's an example:

Team:

As we consider {{problem}}, I've asked Sally Smith at ACME to spend 30 mins with our team.

I met with Sally this week to provide context on our plans for {{objective}}, as well as the roadblocks we've encountered.


She had some unique perspective on {{problem}}, based on XYZ.

Any concerns spending 30 mins on this together?"

Learn more in [7 Steps to Advance the Deal in Every Conversation](#)

## How to get help & training on Apollo

- When logged into Apollo, click on the question mark on the bottom right. From there you can find resources, submit a support ticket, or chat with support.
- Find your answers in the [Apollo Knowledge Base](#)
- Submit a support request [here](#).
- Check out our extensive training library in [Apollo Academy](#).

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