

Ice breaker

**What's one task or process in
your sales workflow that
would benefit from
automation?**

pollo.io

Today's Agenda

01.

Housekeeping

Do these things first

02.

Meet the host

Josh Garrison

03.

Automation 101

Why it's important for sales success

04.

In-Product

Automatically route inbound and best-fit leads, manage outdated contacts, and more!

05.

How to create Plays

Build your own go-to-market automation

06.

Q&A

4 Ways to Automate Selling in Apollo

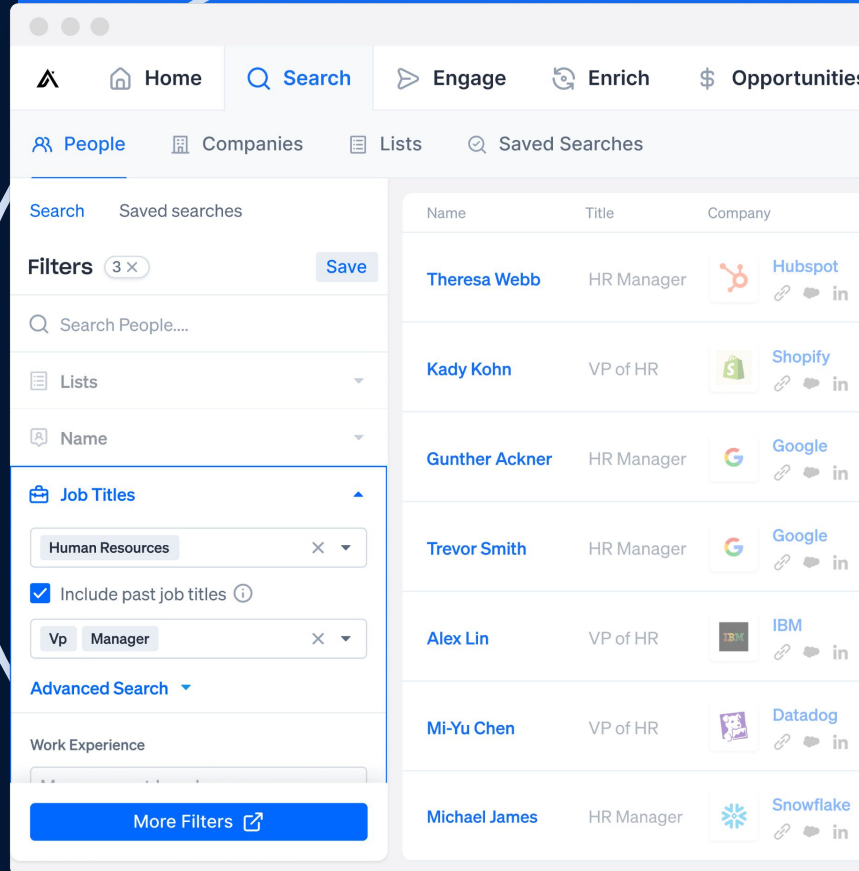


Apollo.io

The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

 **AUTODESK**  **stripe**  **DocuSign**  **RIPPLING**



The screenshot displays the Apollo.io search interface. At the top, there are navigation tabs for Home, Search, Engage, Enrich, and Opportunities. Below these are secondary tabs for People, Companies, Lists, and Saved Searches. The main search area includes a search bar, a 'Filters' section with 3 active filters, and a 'Save' button. The filters include 'Human Resources', 'Include past job titles' (checked), and 'Vp Manager'. An 'Advanced Search' dropdown is also visible. The results are presented in a table with columns for Name, Title, and Company. Each row includes a profile picture, name, title, company logo, and social media links.

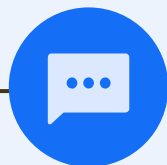
Name	Title	Company
Theresa Webb	HR Manager	Hubspot
Kady Kohn	VP of HR	Shopify
Gunther Ackner	HR Manager	Google
Trevor Smith	HR Manager	Google
Alex Lin	VP of HR	IBM
Mi-Yu Chen	VP of HR	Datadog
Michael James	HR Manager	Snowflake

Quick Housekeeping



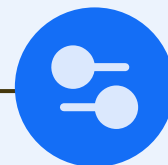
Get Your Recording

You'll get a recording of today's session. Check your email within 48h



No Questions in the Chat

Type your questions into the "Questions Box" and not the "Chat Box".



Mute Notifications

Click on the bell icon at the top right corner of your "Questions Box Window"

Your host



Josh Garrison

Head of Content Marketing

(and recovering sales leader)

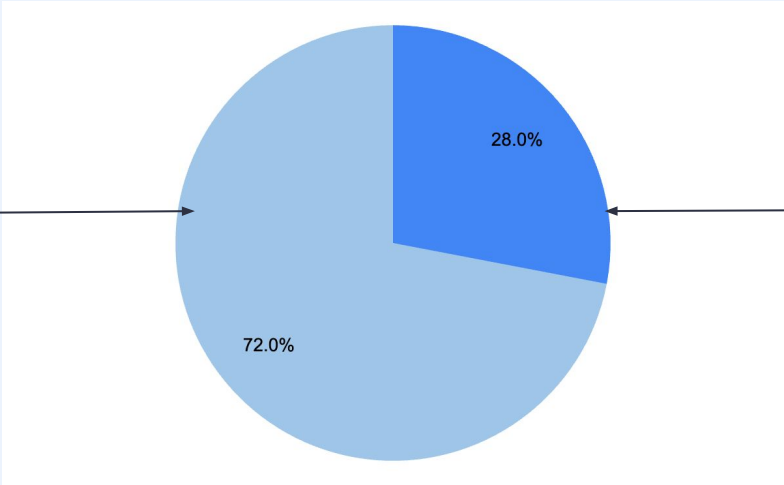
Time is money



**The average rep spends only 28% of
their time on revenue-generating
activities**

That looks like...

- List building - 12%
- Data entry - 12%
- Email writing - 10%
- Follow-ups - 9%
- Managing inbounds - 8%
- Researching ICP - 6%
- Finding contact info - 6%
- Scheduling - 5%
- Inbox management - 3%
- Tracking no-shows - 1%



Selling - 28%

Put another way...



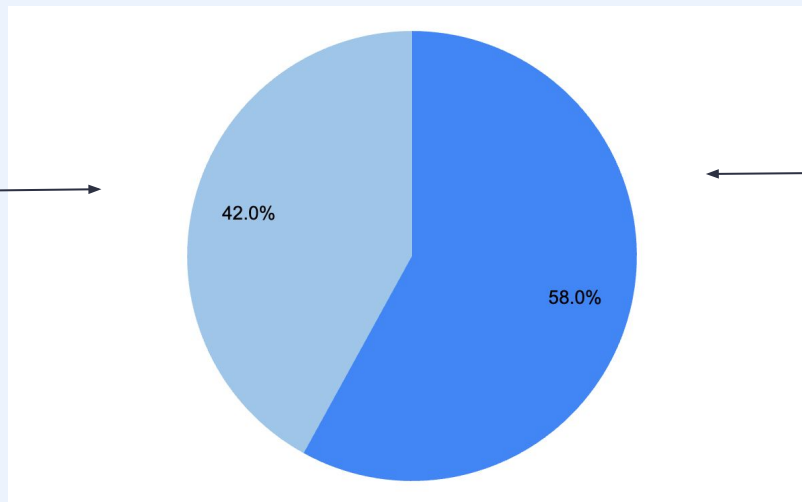
So...what are we gonna do about it?

You can automate at least 30% of everything your team currently does

With Automation > 58%+

~~Data entry — 12%~~
~~Follow-ups — 9%~~
~~Scheduling — 5%~~
~~Inbox management — 3%~~
~~Tracking down no shows — 1%~~

Email writing **10x faster**
Researching ICP **with buying intent**
On-click inbound routing
List building based on **triggers**
Filtering verified contact info

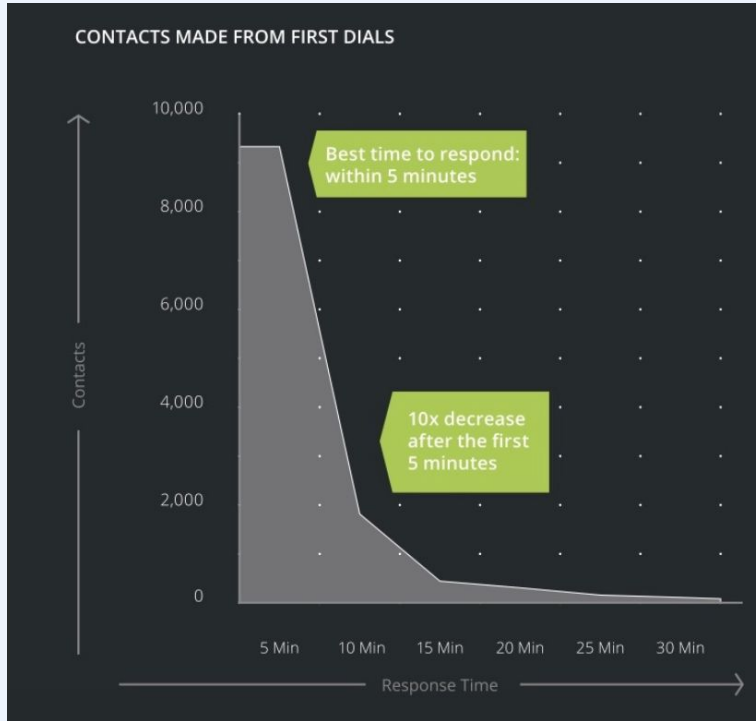


Selling

What are some of the **most impactful processes you can automate?**

**#1: Reach out to inbound leads
automatically**

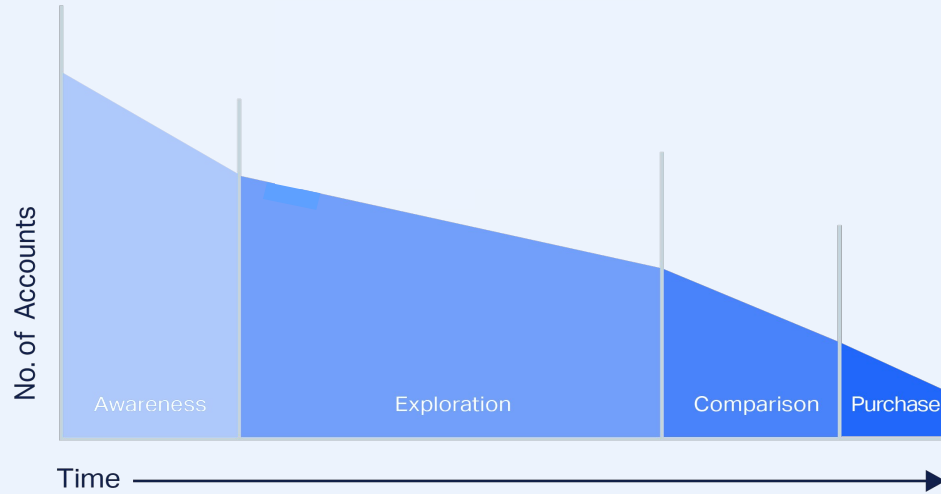
Why? Speed to lead



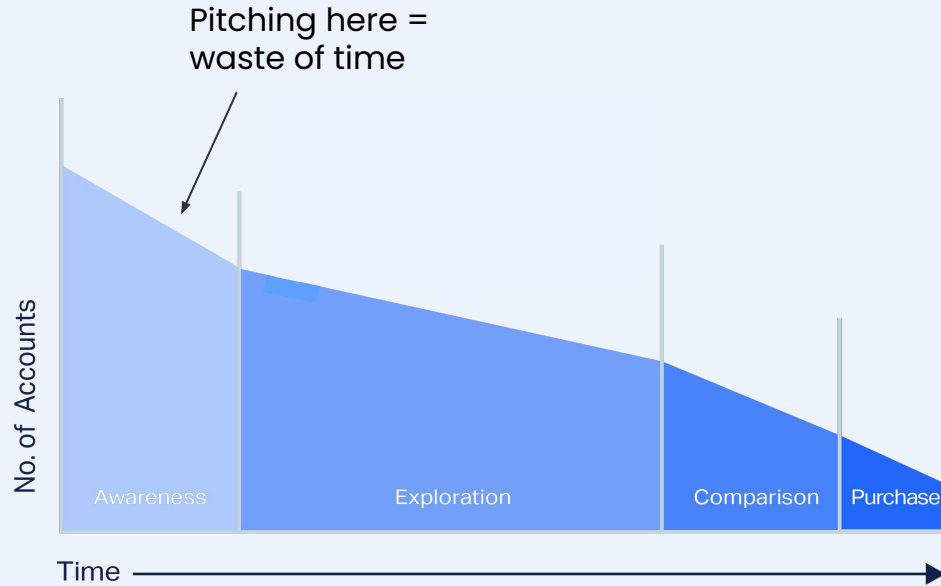
#2: Target buyers *actively* researching your solution with buying intent

Timing is everything

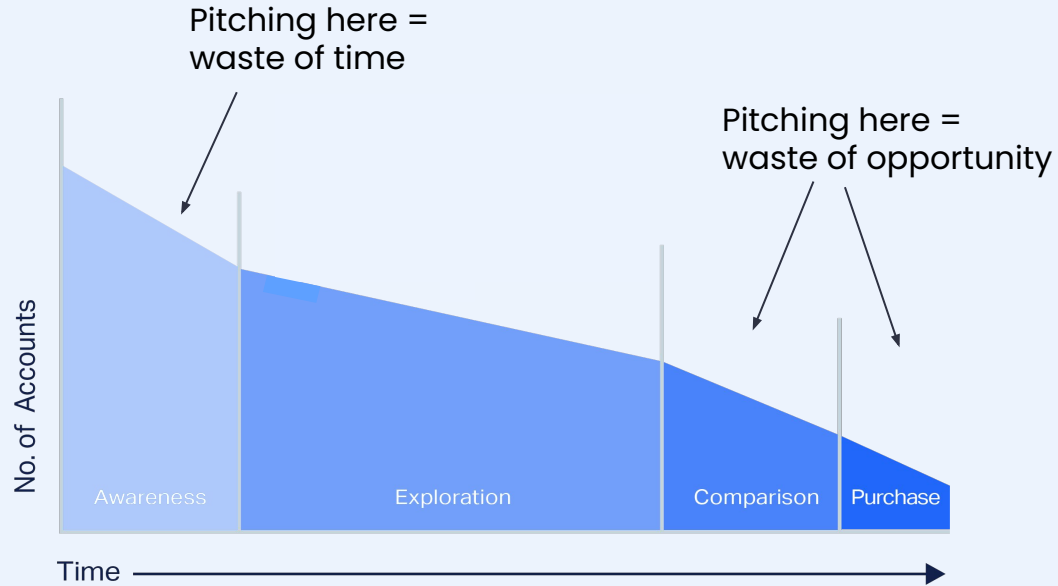
Your target market



Your target market



Your target market





#3: Remove outdated contacts from sequences

Day 1 of Sequence

5,000 verified
contacts

Day 3 of Sequence

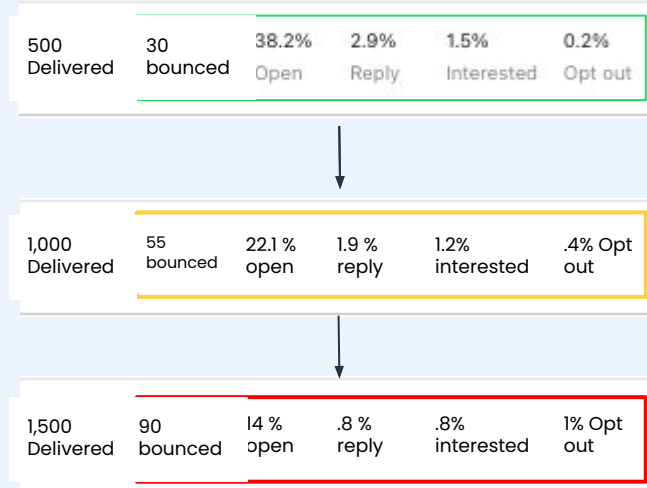
4,989 sends
11 bounces

Day 7 of Sequence

4,910 sends
90 bounces

Why? People *constantly* change roles & companies

Hard bounces are terrible for deliverability





Your Google Account has been disabled

Hi [redacted]

Google has disabled your Account, [redacted], because of a violation of our [Terms of Service](#).

If you think this is a mistake, you can try to recover your account, by following [these instructions](#).

All information associated with your disabled account will eventually get deleted, unless successfully appealed.

The Google Accounts team

This email can't receive replies. For more information, visit the [Google Accounts Help Center](#).

#4: Automate literally anything

Apollo Plays will help you do it ALL

- ➔ Automatically route and engage inbound leads
- ➔ Reach out to leads that have changed jobs
- ➔ Target companies that are researching your solution
- ➔ End sales sequences for out of date contacts
- ➔ Create your own play



Q&A

**Do you want a personalized
demo of what we covered
today?**

Thank you for your time.

We'd love to hear your feedback!

Follow us on:



pollo.io