

Ice Breaker

**How many sales call recordings  
do you listen to in a week?**

## Today's agenda

1. **Housekeeping** (Do these things first)

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2. **Meet the host** Josh Garrison

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3. **How do you get better at sales**

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4. **Product Demo** Apollo Conversations

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5. **3 ways to leverage sales calls**

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6. **Q&A**

# Unlock your sales team's potential

with Apollo  
Conversations

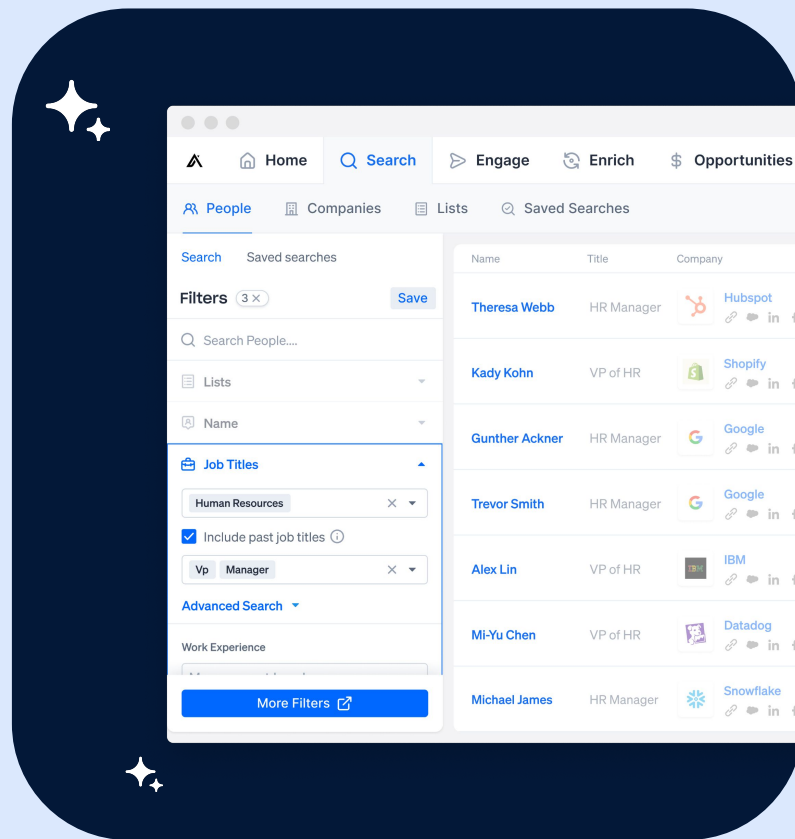
 Apollo.io



# The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

 **stripe**  



## Quick Housekeeping

1

### Get Your Recording

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

2

### No Questions in the Chat

Type your questions into the Q&A tab, and not the "Chat".

3

### No Spam in Chat!!!

We will boot you and ban you from future webinars forever

Your host



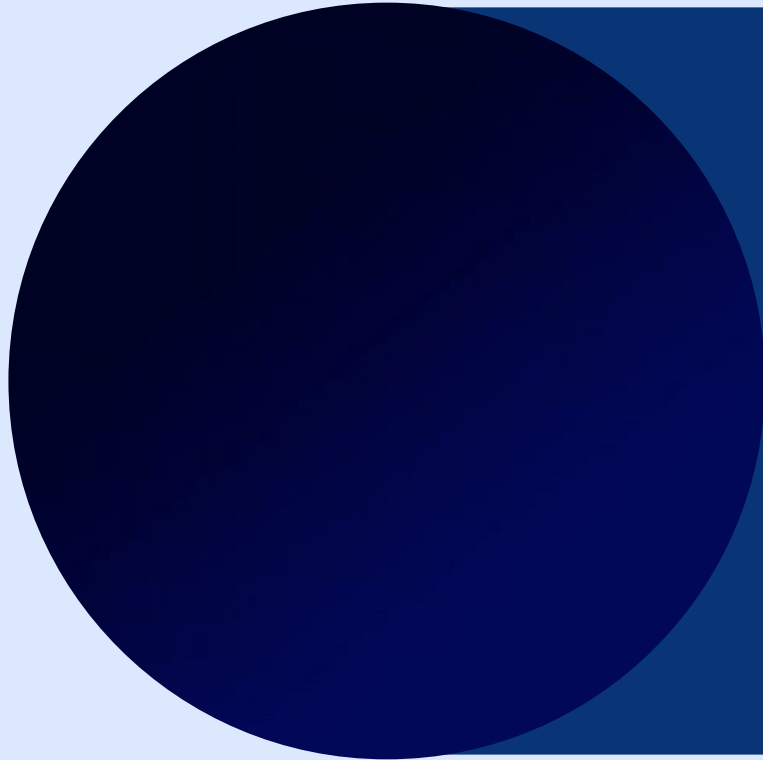
**Josh Garrison**  
**Head of Content Marketing**  
(and recovering sales leader)

**How can you close  
more deals in the  
next 6 months?**

# 1. Perform better in your sales calls



It doesn't matter how  
good you are at  
sales...  
you still can **improve**



## Successful sales coaching increased:

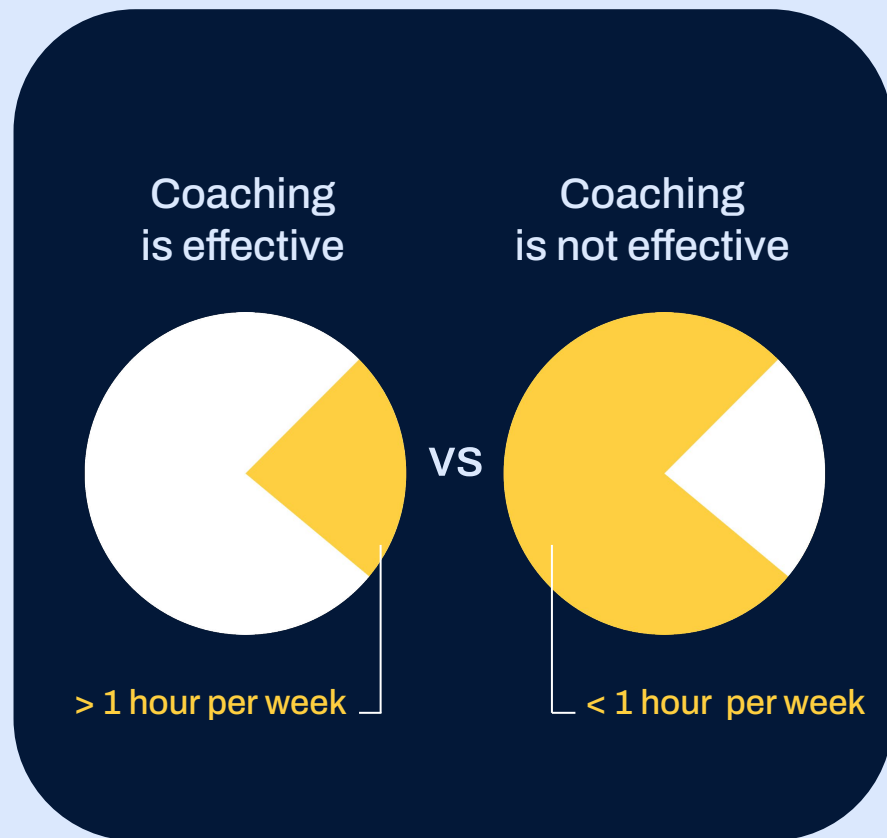
- average deal size
- sales activity
- win rates
- new leads

Src: Source: [RAIN Group](#)

By  
**25%-40%**



# Effective coaching takes time



# Ratio of reps to manager?

**8:1**

Src: [HBR](#)

# The manager's challenge:

not enough time for so many people



# The rep's challenge:

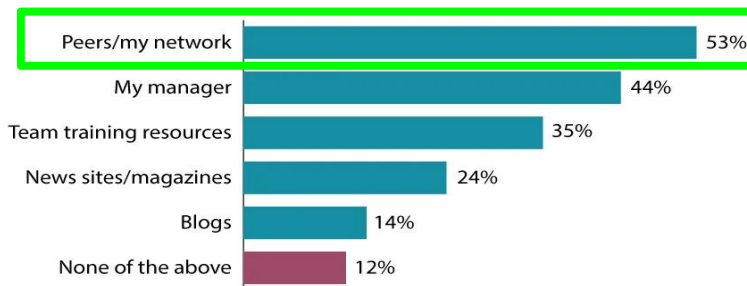
busy managers & no learning by osmosis



# Peer learning and coaching

## Peers and managers are the best source of improvement for salespeople

Where do you go to get tips to improve as a salesperson?



Base: 420 sales professionals in the US, UK, and Ireland  
Source: HubSpot Sales Survey Q1, 2017



**How can we give our  
teams better coaching  
& peer-centric  
learning?**



# Use the data in your calls to coach



# Share calls for peer coaching



# How to get better at sales with Apollo Conversations

# Conversations Roadmap

August

Sept

Oct

**Call insights**

Chat interface for users to custom prompt conversations  
(e.g., "what are top 10 features customers are excited about", "competitors mentioned in the call")

Slack integration

Pull CRM data into conversations for more insights

**Workflow automation**

Automate deal creation

AI-generated follow-up emails

Push call summary to CRM

Auto update required CRM fields

**Collaboration**

Call library & call tagging

Control the level of sharing

**Analytics**

Highlight attributes on win % & call stats like duration, # of questions asked, trackers, & prospects data

**Usability**

Admit / re-admit the meeting bot

Upload previous non-recorded calls for insights

Search across all calls for certain keywords



**How can you close  
more deals in the  
next 6 months?**

## 2. Perform better *after* your sales calls

**Sales  
Velocity**

=

#

opportunities

\$

deal value

#

win rate



L

Length of sales cycle  
(days)



**50**

opportunities

**25k**

deal value

**10%**

win rate

=

**\$2500**

A day

---

**50**

Length of sales cycle  
(days)



**50**

opportunities

**25k**

deal value

**10%**

win rate

=

**\$4167**

A day

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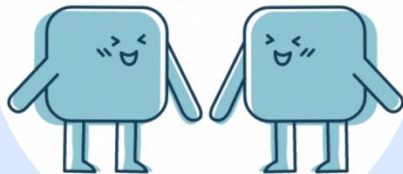
**30**

Length of sales cycle  
(days)

# This is what your prospective customers' calendar looks like



## Follow-up email: send within 30 minutes



**Reciprocity = the social norm of responding to a positive action with another positive action.**

## Follow-up email format:

**[Greeting]** Hi [first name],

Thanks for joining the call — here's a link to the recording for your reference.

**[A quick recap of the call]** Here's what we talked about:

...

**[Next Steps]** Here's what we agreed on for next steps:

...

**[Next meeting]** Here's what we agreed on for the next meeting:

...

**[Closing]** Let me know if you have any questions!

Cheers,  
Josh

**So...what do I do  
now?**

# Call coaching: set up the practice

## Weekly Routine

- Manager listens to 1 call from each rep on team
- Rep listens to 1 call of their own
- Rep listens to 1 call of their teammates
- \_\_\_\_\_
- \_\_\_\_\_

# Resist the temptation with feedback



# Call coaching: feedback progression

## Month 1

- Point 1

## Month 2

- Point 1
- Point 2

## Month 3

- Point 1
- Point 2
- Point 3



# Deliver feedback within 24hrs for max results

Tuesday

 Joe's call with Acme Co

Wednesday

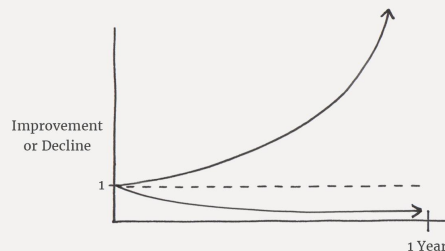
- I listen to Joe's call with Acme Co. \_\_\_\_\_
- During weekly 1:1: \_\_\_\_\_
  - Give feedback to Joe re: Acme Co. call \_\_\_\_\_
  - Ask what they learned from listening to 1 of their calls & 1 of their peer's calls \_\_\_\_\_

Make yourself, and  
your team, better at  
sales 1% at a time

### The Power of Tiny Gains

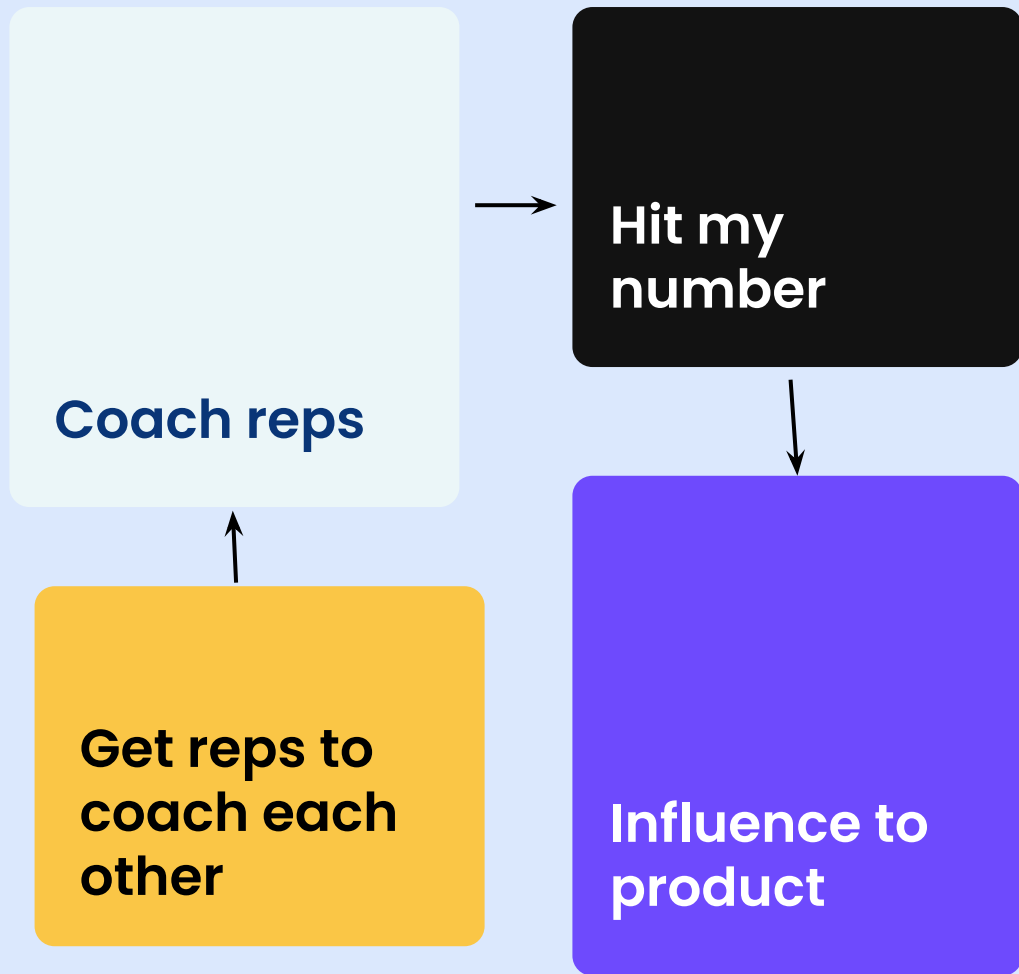
1% better every day  $1.01^{365} = 37.78$

1% worse every day  $0.99^{365} = 0.03$



JamesClear.com

# Influence the big picture



# Q&A

# Thank you

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We'd love to hear your feedback!

[Take our survey](#)

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