

Ice Breaker

**What's your average  
reply rate?**

# Today's agenda

- 
1. Housekeeping (Do these things first)
  2. Meet the host Josh Garrison
  3. 5 Sales Sequences to Book More Meetings
  4. How to set up sequences in Apollo
  5. Q&A
- 



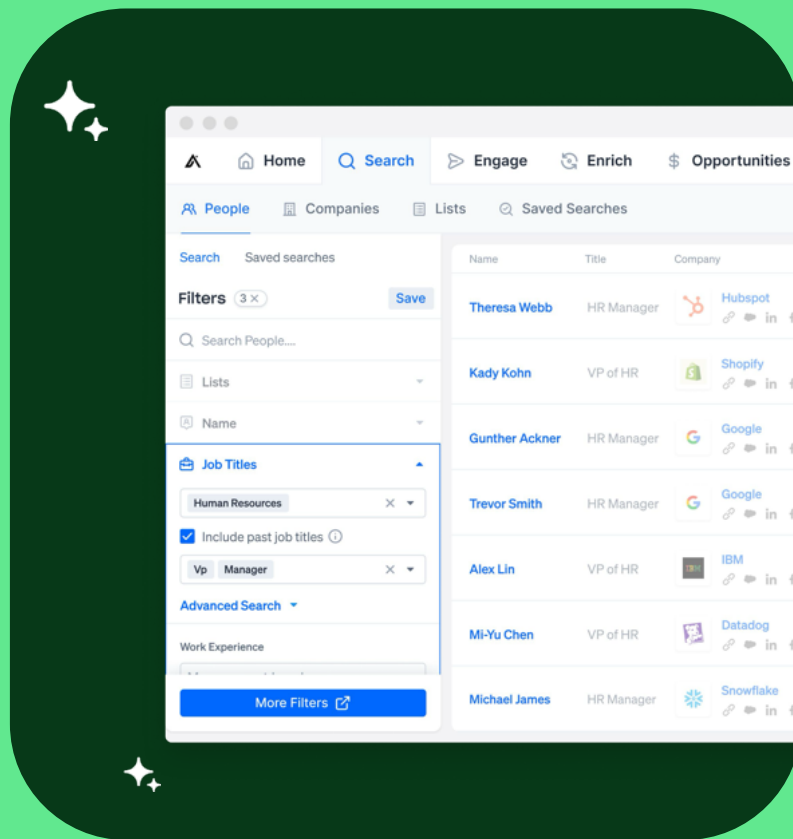
# 5 Best Sales Sequences for Booking Meetings



# The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

 AUTODESK **stripe** DocuSign  RIIPLING



# Quick Housekeeping

1

## Get Your Recording

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

2

## Questions go in Q&A Tab

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

3

## No Spam in Chat!!!

We will boot you and ban you from future webinars forever.

**Really.**

**No spam.**

(This includes dropping your LinkedIn.  
You can connect in our Sales Community.)

**Don't be rude.**

**We will delete messages and ban offenders at our discretion.**



Your host



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

# How to Get More Replies



Your job

**Be better than  
the average.**

**Open rate: 22%**

**Reply rate: <3%**

The game has changed.



Dean Seddon  
The Social Selling Maverik

**Did Google and Yahoo  
just **kill cold outreach?****

## For those sending more than 5,000 emails per day:

- Email authentication (SPF, DKIM, DMARC)
- One-click unsubscribe + 2-day processing
- Spam complaint rate limit of .3% (a.k.a. **Be relevant.**)

# Don't dump everyone into the same sequence



What gets  
responses?

**RELEVANCE**

# There's more than one way to be RELEVANT

## Personalization (1:1)

**Subject line example:**

"7600 registrants + Apollo academy + #samshorts"

*tailor-made for Josh*



## Segmentation

(More sequences with fewer people)

**industry**

**location**

**persona**

### Examples

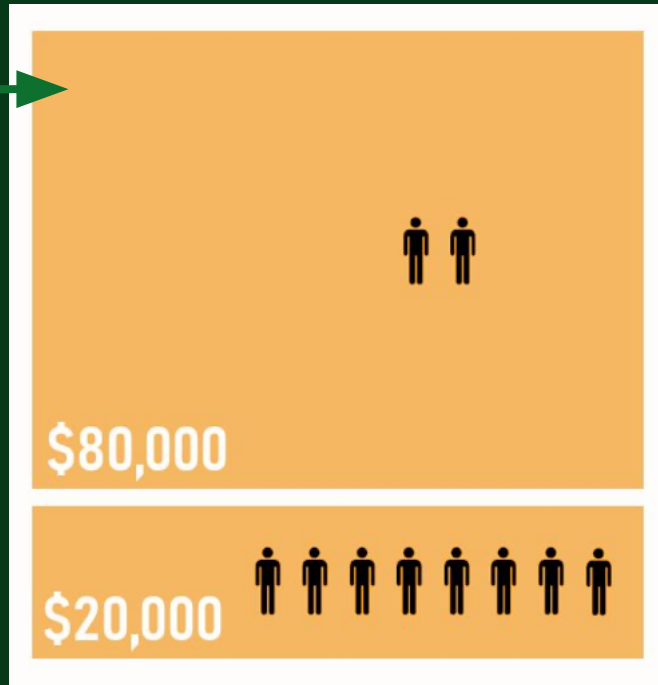
- CEOs of marketing agencies in California
- Marketing leaders at retail startups with <50 employees
- 10-50 employee SaaS companies in San Francisco
- VPs of Marketing at Furniture companies in NYC

# Where to focus

20% of accounts will be responsible for 80% of your revenue

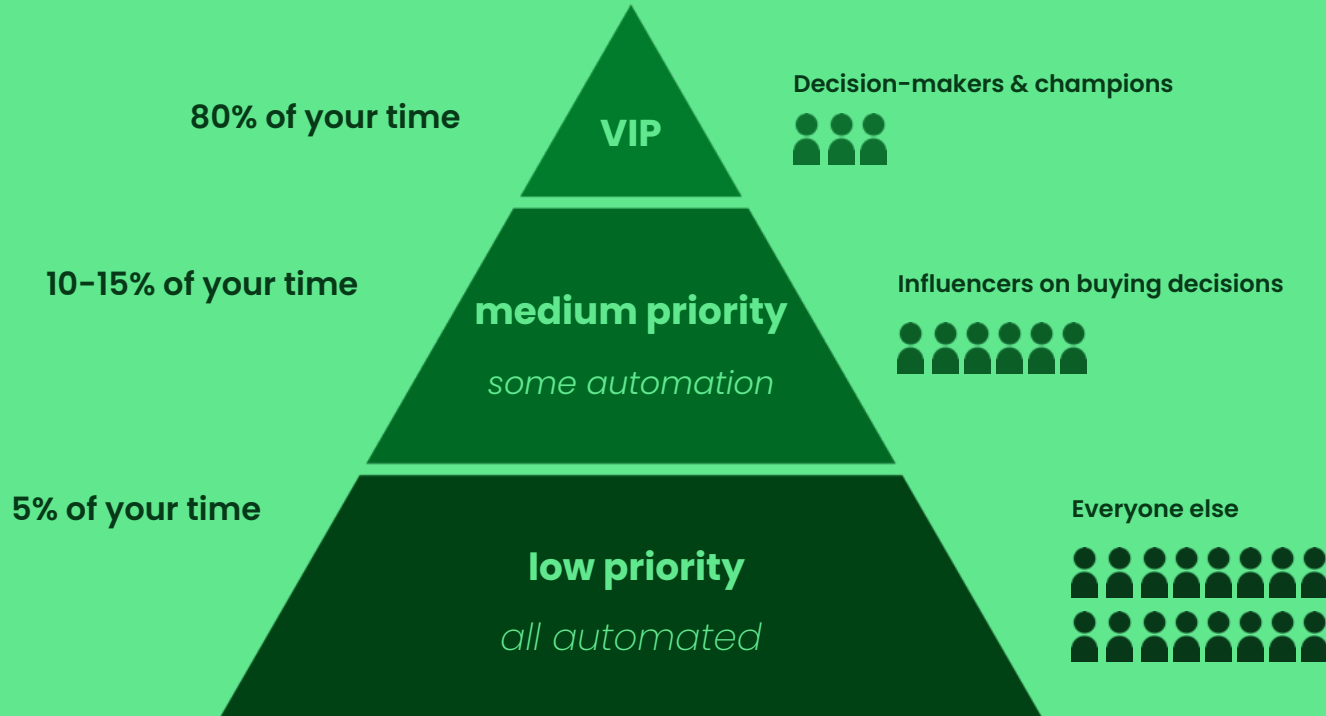
## The Pareto Principle

Roughly 80% of consequences come from 20% of causes



Source © CC BY-SA 4.0

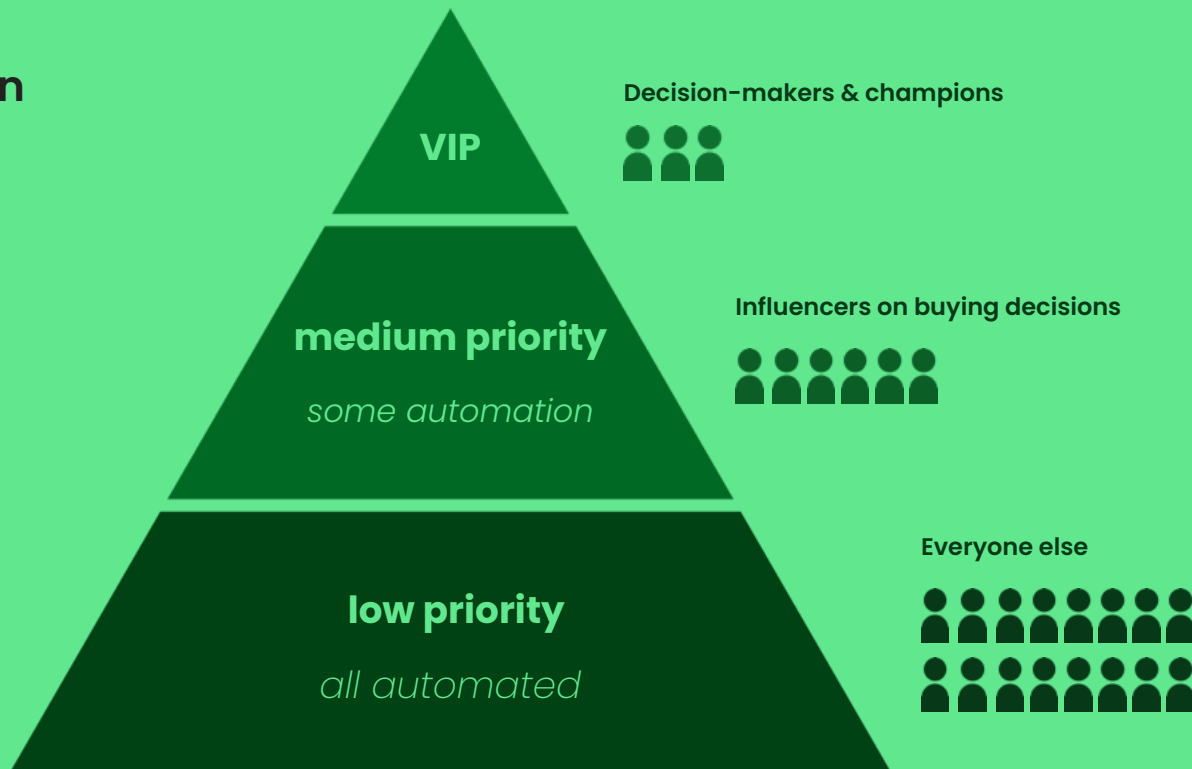
# Spend 80% of your time on the top 20%





More 1:1 Personalization

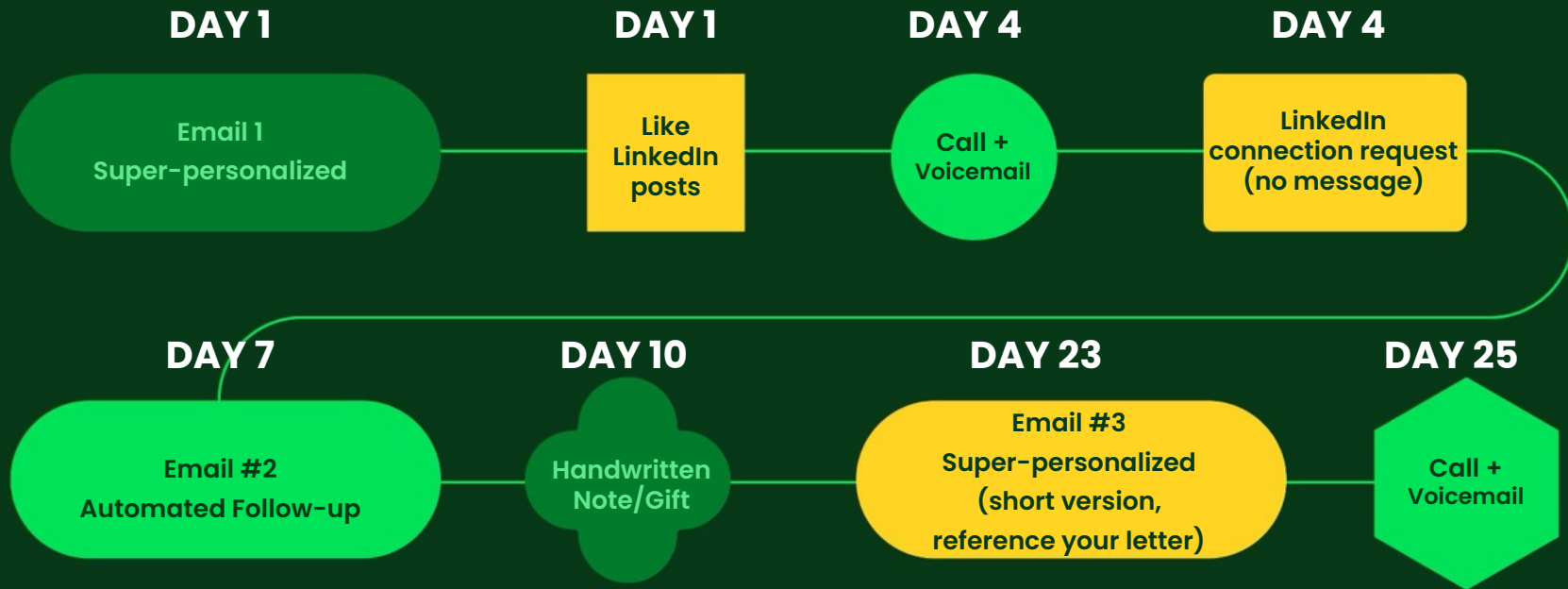
More Segmentation



# Sequence #1

Custom-Tailored for High-Priority

# ✨ Sequence 1: Custom-Tailored Sales ✨



# Super-personalized Email #1

**SUBJECT: Benji the Bengal's Favorite Pilot/Flying J**

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 our (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!!!)

Super-personalized  
Subject Line

Non-salesy first  
sentence

Shameless flattery

Fun

Objection handling

Transition

Challenge

Value Proposition

The Close



Building Connected  
Office of The CEO  
925 Mission St  
San Francisco, CA 94103

PHOENIX AZ 852

04 FEB 2019 PM 8 L



Scott

511 Milledge Gate Dr. SE  
Marietta, GA 30067

NIXIE

300 CE 1

8602/16/19

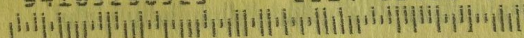
RETURN TO SENDER  
NOT DELIVERABLE AS ADDRESSED  
UNABLE TO FORWARD

UTF

30067-50961

BC: 94103290525

\*2214-02052-04-38





Scott,

Subcontractors often ask me how to win more jobs.  
I always say the same thing.

Move your bid board online!

You'll save time, get more bids out, and win up to  
25% more jobs.

If you call (415) 949-6330, Sandro will set you  
up with a personalized tour of Bid Board Pro.

It's worth exploring — promise!

Best,

Dustin DeSan, CEO



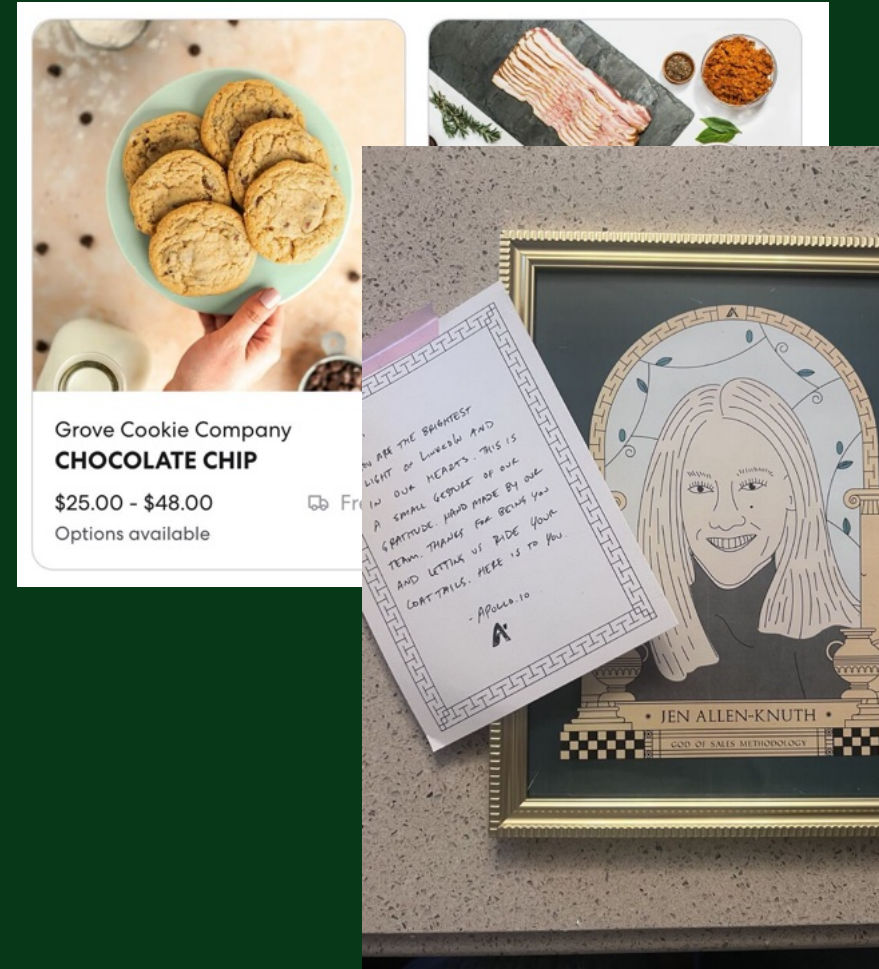


## Elements of a great handwritten note

1. It's human and casual
2. Feels personal
3. Is short & to the point
4. Includes your 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 LinkedIn photo)
- 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)





# Super-Personalized Email

## (short version)

Hi Jim,

I'm Josh from Coupons2Go. Happy 65th Anniversary to Pilot and congrats on opening the new Yucca store!

I'm reaching out to chat about Coupons2Go. Our digital coupon programs work seamlessly with grand openings and store remodels so you can boost sales at new locations like Yucca from Day 1.

Overall we've helped travel centers not just in your home state, but all across the US and Canada increase per-transaction revenue by 20%.

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

Cheers,  
Josh



# Sequence #2

High-Priority Relationship-BUILDER

# In-person event invitations

Meeting peers = value



## In-Person Gathering Ideas

Happy Hour

Box Seats

Poker /  
Game night

VIP Dinner

Fun Class / Workshop

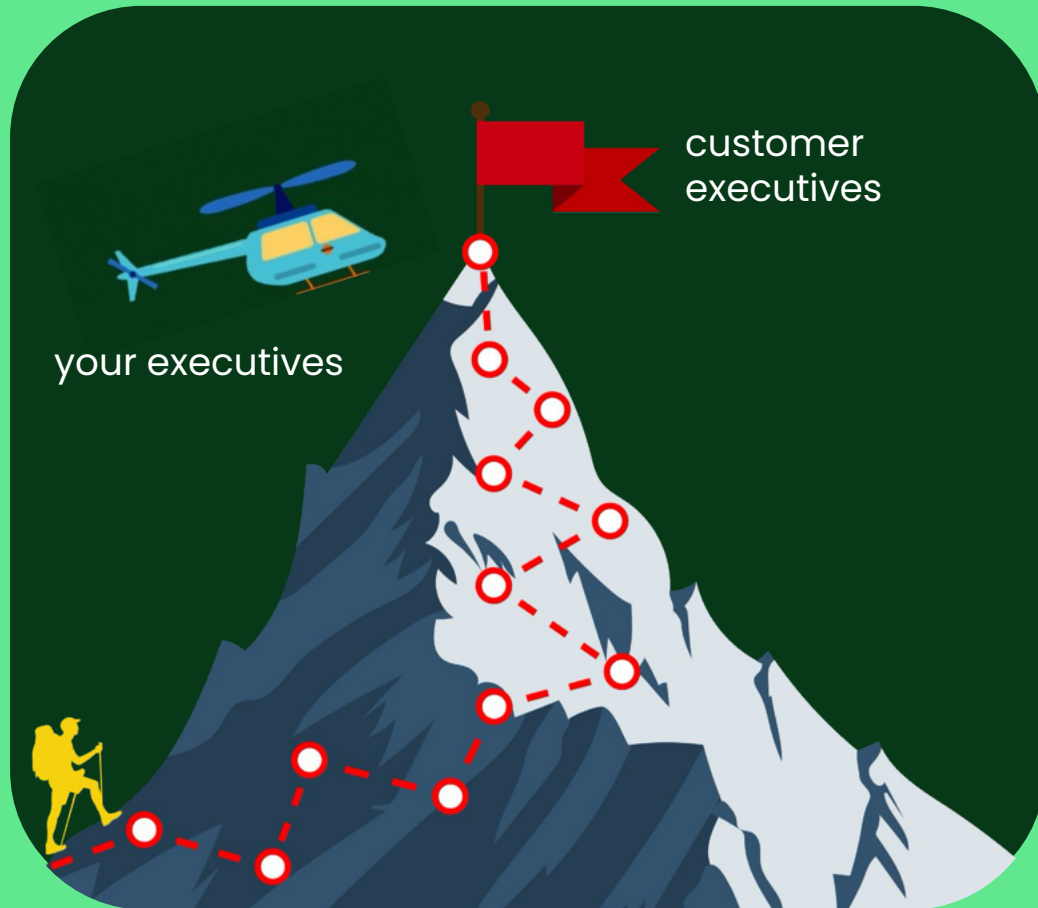
Wellness Activities

Museum Tour

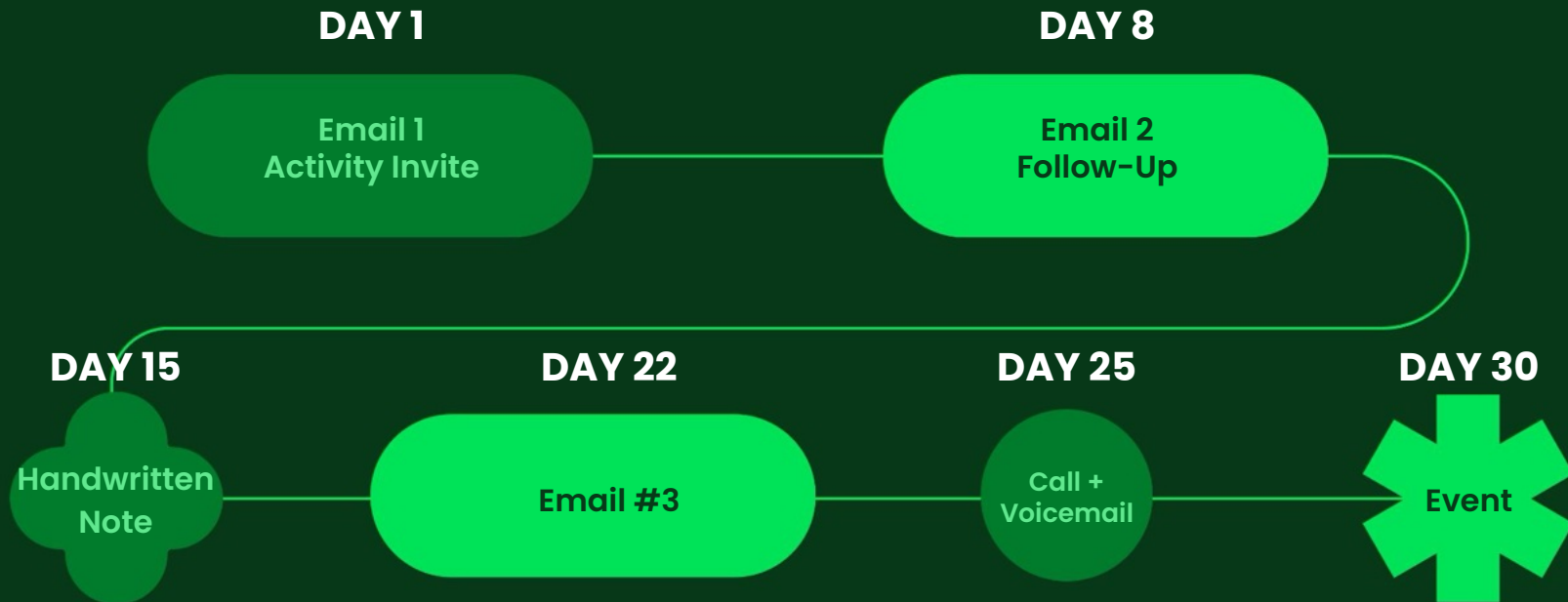
Golf  
(Mini Golf!)



Leverage your executives at events to skip to the top.



## 🌟 Sequence 2: Relationship-Builder 🌟



# Invite Email

Hi Name,

I'm putting on a networking dinner for VPs of Marketing in NYC. I'd love for you to attend.

It's going to be at PLACE at DATE & TIME.

Cool Marketer from Nice Logo, Influencer Marketer, and our VP of Marketing, David Malpass, are going to be there and they're excited to connect with you.

Here's a link with more information about the event.

Hope to see you there.

Cheers,  
Josh



# Sequence #3

Personalized Starter for Medium-Priority



*for Medium-Priority*

## ✨ Sequence 3: Personalized Starter ✨

**DAY 1**

Email #1  
Super-personalized

Call +  
Voicemail

**DAY 7**

Email #2

Call +  
Voicemail

**DAY 16**

Email #3

# Super-personalized Email #1

Hi Laura,

We haven't met yet, but I'm Josh and I run an SEO company that works with SaaS companies. In small world fashion, I came across your profile when seeing something your brother Dave had recently posted on LinkedIn — he was my client at Acme during his time at Sprint. Please give him my best!

The real reason for my outreach however is to chat about SEO-GO. As a content marketing manager, I'm sure you want more people finding your blog. But you're busy running your editorial schedule and campaigns.

For the quality of your content (Great article on XYZ, btw!), I think you could be ranking higher on Google. We've helped 12 SaaS companies rank #1 on Google for key terms in the last 3 months, boosting their top of funnel traffic by 20%.

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

Cheers!  
Josh



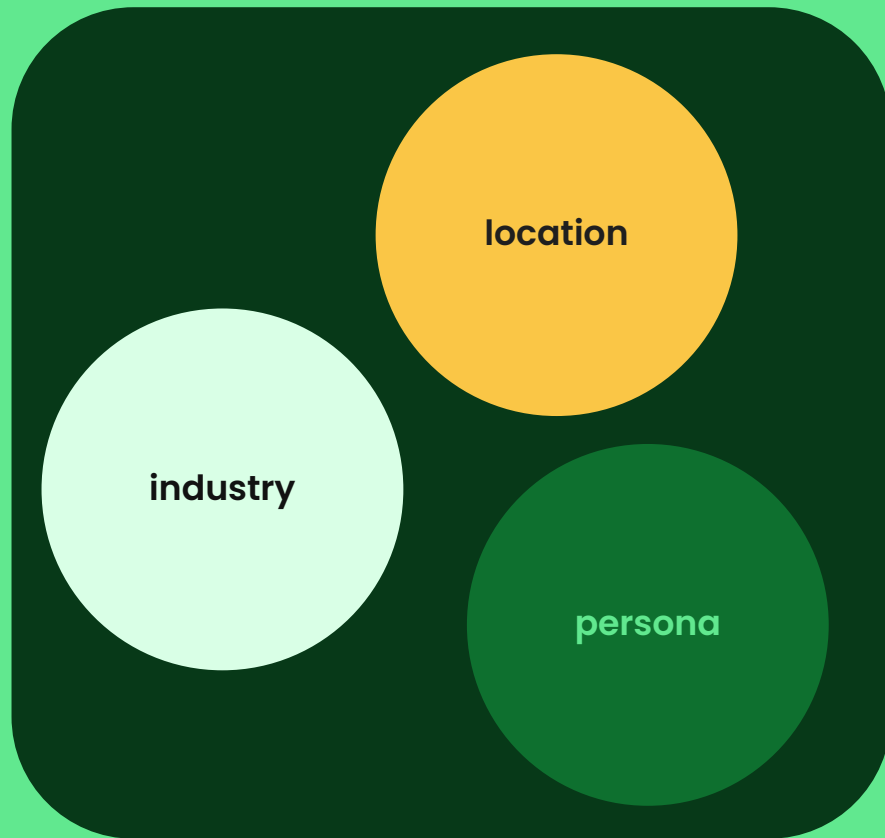
# Sequence #4

Efficient Automation for Low-Priority

# Carve up your list

## Examples

- CEOs of marketing agencies in California
- Marketing leaders at retail startups with <50 employees
- 10-50 employee SaaS companies in San Francisco
- VPs of Marketing at FinTech companies in NYC



*for Low-Priority*

## ✨ Sequence 4: Efficient Automation ✨

**DAY 1**

Email #1

Call +  
Voicemail

**DAY 7**

Email #2

Call +  
Voicemail

**DAY 16**

Email #3



# Email #1 Example



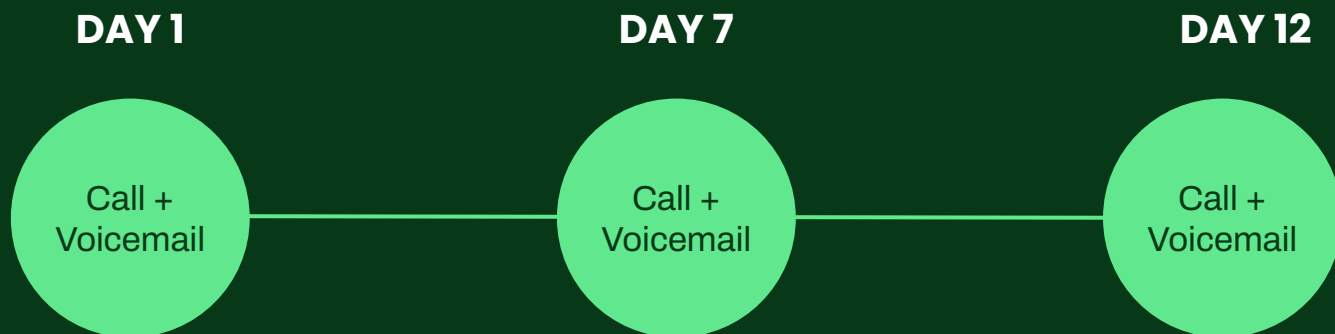
# Sequence #5

Call Only



*No e-mail address, no problem*

## 🌟 Sequence 5: Call only 🌟



# Bonus Sequence

Find the Right Person

## ✨ Bonus! Sequence 6: Find the right person ✨

### Email #1

Hey Elli!

I'm Josh, I run an SEO company that works with marketing agencies in California.

We've helped 12 California companies rank #1 on Google in the last 3 months.

I have some availability for new clients.

Are you the right person to talk to?

### Email #2 (to a different person)

Hey Ashley!

[screenshot initial email]

[Restate 1st email]

Are you looking for an SEO expert right now?

# How to A/B test

**You need  
enough volume  
to A/B test  
effectively.**



# 1. Go big with variations

Create different versions with multiple variables

**Subject line: twelve #1 search rankings last q**

Hi Sam!

I've helped 12 California companies rank #1 on Google in the last 3 months.

I have some availability for new clients.

Are you looking for an SEO expert right now?

Cheers,  
Josh

Open rate 42%  
Reply rate 8%

**Subject line: About top SEO ranking**

Hi Sam!

I noticed your website currently ranks at #11 for the term "....".

I have some availability for new clients.

Are you interested in bumping up your search ranking?

Cheers,  
Josh

Open rate 27%  
Reply rate 3%

## 2. Then start isolating

In subsequent tests, isolate each variable until you arrive at which subject line, body copy, and CTA work best.

**Subject line:**

twelve #1 search rankings last q

Hi Sam!

I've helped 12 California companies rank #1 on Google in the last 3 months.

I have some availability for new clients.

Are you looking for an SEO expert right now?

Cheers,  
Josh

Helping you rank #1 on Google

Get more traffic in 3 months

Boosting California companies to Google's Top Spot



**Subject line:**

Helping you rank #1 on Google

Hi Sam!

I've helped 12 California companies rank #1 on Google in the last 3 months.

I have some availability for new clients.

Are you looking for an SEO expert right now?

Cheers,  
Josh

I've been helping California companies rank higher on Google, and I noticed your company wasn't showing up for [key term].

Local search visibility is key for service companies like yours. I've helped 12 California companies over the last quarter raise their search results.

I recently helped Cali Acme increase revenue by 200% by revamping their SEO strategy.



Subject line:  
Helping you rank #1 on Google

Hi Sam!

I recently helped Cali Acme increase revenue by 200% by revamping their SEO strategy.

I have some availability for new clients.

Are you looking for an SEO expert right now?

Cheers,  
Josh

Are you interested in an SEO audit?

Is now the right time to refresh your company's SEO?

Can I help you increase your revenue with data-driven SEO?

Build in Apollo



**Q&A**

# Thank you

---

We'd love to hear your feedback!

Follow us on

