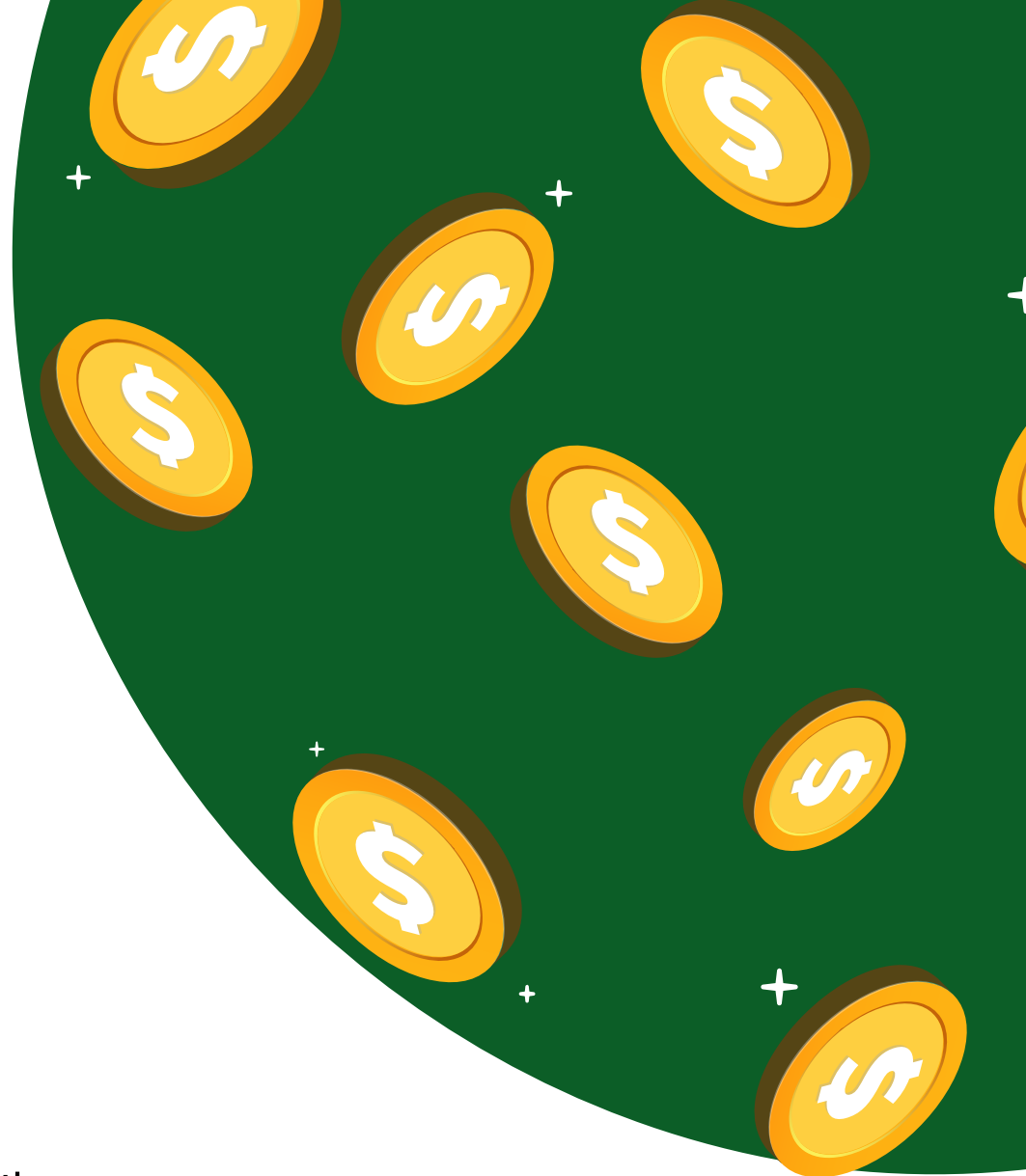


How to be the ultimate SDR



At Apollo, we're committed to providing sales reps the tools and info they need to maximize commissions while working smarter, not harder.

Read this sheet to learn how you can smash your quota and grow your career in sales.

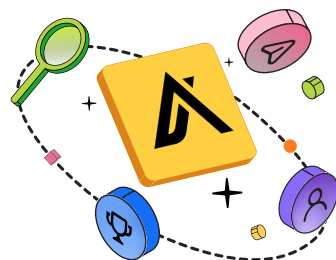
Apollo empowers SDRs to crush their goals



Close more deals

Build a full and quick-converting deal pipeline with access to more qualified leads.

25% revenue increase at Apex →



End time-consuming tasks

Work less and sell more. Powerful automations let you scale activity without wasting time.

10X rep productivity at Kickfurther →



Build a winning strategy

Uncover actionable insights and uplevel your entire go-to-market process.

188% meetings increase at Victorious →

8 Tips

to be a Successful SDR

1

Break your work down into manageable chunks

When you get your quota each month, break it down into bite size pieces that you can easily manage.

If you have to book 50 meetings that month, how many cold emails and calls that will take? How many people will you need to reach out to on LinkedIn? Work backwards with those numbers in mind daily to create a repeatable, manageable prospecting process.

3

Go from selling to solving

Don't pitch slap your prospects! Ask questions to learn about your customer's challenges. Figure out how your product or service can solve their most urgent needs.

6

Match their tone

Be relatable! If they are from New York and talk fast, then you should talk fast. If they are quiet, be quiet. If they are from the Southern US States, say "Sir" or "Ma'am"

2

Prioritize your lead list

It all starts with the list! Figure out the priority accounts that you can ACTUALLY offer value to. These are accounts where you have company experience, customer proof, or personal experience. Maybe your uncle works in the field, or you have something funny to say.

Focus on these accounts and you'll have a higher chance of converting contacts into bookings.

4

Focus on the value you bring

Your prospect may not know about your company or care about it... yet. Make them care! Deliver the value to them in a way where the benefit is easy understood.

7

Always be learning

Find someone who has moved up from being an SDR and take them out to lunch to pick their brain. Read blogs, follow thought leaders, listen to podcasts. Be a sponge!

5

Don't give up

Just because someone didn't respond to your initial email or call doesn't mean you should close that opportunity. Persistence is key! Follow-up until you get a reply. A negative response is better than none at all.

8

Cut through the noise

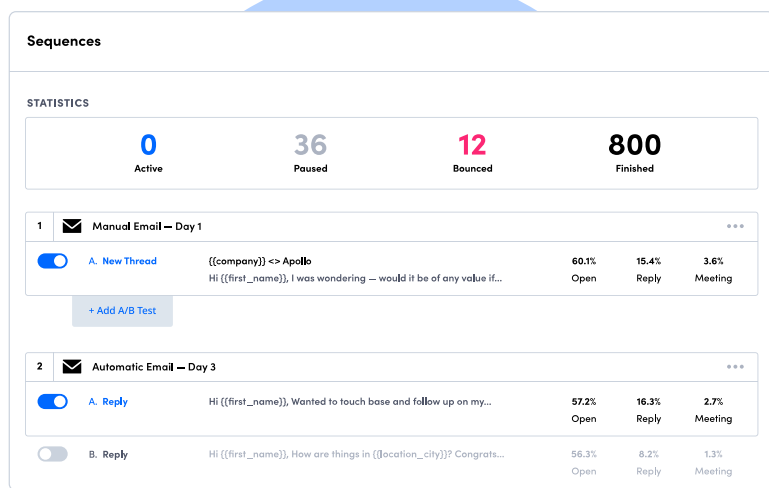
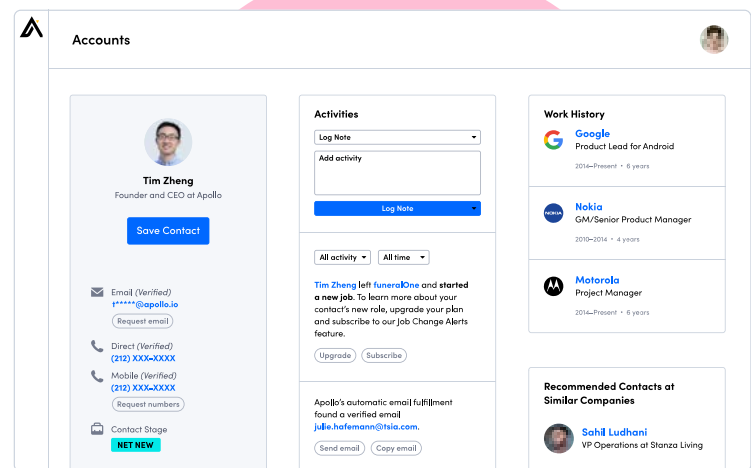
Learn how to differentiate yourself from every other SDR hitting up your prospect. Add funny gifs or videos to your emails, use a memorable subject line. Anything to stand out!



Top Apollo Features for SDRs

Database Search

Build your best lead list yet with a comprehensive and accurate data on over 250 million contacts, 60 million companies, and 65+ filters in Apollo's B2B Database.

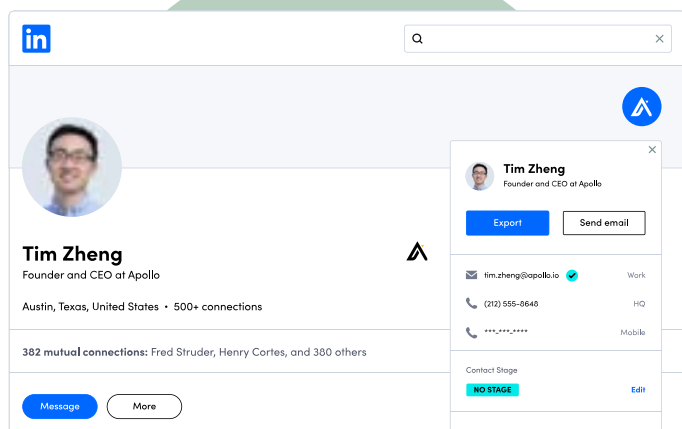
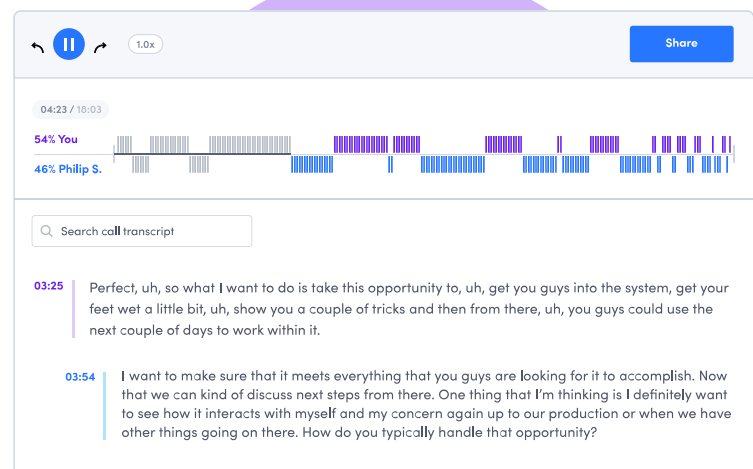


Sequences

Connect with every prospect in your market using sequences to create customizable, multi-step touchpoints. Leverage automatic or manual emails, phone calls, LinkedIn messaging, and more. Stand out from the crowd with personalized templates, custom snippets, and videos.

Dialer

Make more cold calls every day with Apollo's click-to-call dialer. You can make and receive local and international calls, record calls, see transcripts, join active calls, and log calls to your CRM.



Chrome Extension

Prospect faster in the tools you use every day. Apollo's Chrome Extension layers over LinkedIn and company websites so you can find contact data, fill your pipeline, and unlock more opportunities without having to switch between multiple tools.



Learn from these thought leaders



Morgan J Ingram
VP @ Sales Impact Acamedy
[LinkedIn](#)
[TikTok](#)



Duane Dufault
Head of Sales @ 1build
[LinkedIn](#)
[TikTok](#)



Gabrielle Blackwell
SDR Manager @ Airtable
[LinkedIn](#)
[TikTok](#)



William Padilla
Senior AE @ Grin
[LinkedIn](#)
[TikTok](#)



Samantha McKenna
Founder @ Sam Sales
[LinkedIn](#)
[TikTok](#)



Josh Braun
Founder @ Braun Training
[LinkedIn](#)
[TikTok](#)

How Apollo works

The End-to-End Sales Engine

STEP 1 Prospect

Find buyers & filter with laser precision

B2B Database

Company Quick Actions

People

ALL RESULTS (227.8M) NET NEW (225.0M) SAVES (2.9M)

<input type="checkbox"/>	Leslie Zaragoza	Talent Acquisition Lead	Risen Inc.			
<input type="checkbox"/>	Jeronimo Uribe	Founder	Talent Partners			
<input type="checkbox"/>	Santiago Garci	Co-founder & CTA	Systematics			
<input type="checkbox"/>	Adrian Lugo	Market Launcher	Amazon			

STEP 2 Engage

Connect with contacts using sequences, calls or more

Engagement Suite

Company Quick Actions

Sequences

STATISTICS

0	36	12	800
Active	Paused	Bounced	Finished

1 Manual Email - Day 1

A. New Thread

60.1%	15.4%	3.6%
Open	Reply	Meeting

2 Automatic Email - Day 3

A. Reply

52.2%	16.3%	2.7%
Open	Reply	Meeting

B. Reply

56.3%	8.2%	1.3%
Open	Reply	Meeting

STEP 3 Win Deals

Unlock recommendations & pipeline automations across your deals

Workflow Engine

Company Quick Actions

Analytics

SEQUENCE FUNNEL

10,000	3,000	1,000	250	=	2.5%
Delivered	Opened	Replied	Interested		Conversion Ratio

MOST ENGAGED AUDIENCE

Interested Rate Open Rate Reply Rate




Apollo beats every competitor

Drive results and hit your numbers faster with Apollo. Compared to every other competitor, Apollo has better data and more tools, all at an affordable price.

[Get a Demo](#) →

better data & lower cost

	 Apollo.io	Competitor
Most accurate database	✓	✗
End-to-end sales engine	✓	✗
Affordable and flexible pricing	✓	✗

G2 Leader Across Categories

G2 Crowd Leader in Sales Intelligence, Lead Intelligence, Marketing Account Intelligence, Sales Engagement



 **Top 100**
Software Products
BEST SOFTWARE AWARDS 2022

 **Top 100**
Fastest Growing Products
BEST SOFTWARE AWARDS 2022

 **Top 100**
Highest Satisfaction Products
BEST SOFTWARE AWARDS 2022

 **4.8** /5

 **Leader**
WINTER 2022

 **Momentum Leader**
WINTER 2022

 **High Performer**
Enterprise
SUMMER 2022

Over 1M users across 17,000 companies

 ATLASSIAN

 Drift

 ADP

 PELOTON

 eventbrite

Apollo.io provides an extensive database of over 250 million contacts across 60 million companies to find your buyers with a few clicks.

Sign up for a free account today at [apollo.io](https://www.apollo.io)

