eGrabber and Contact Science Presents
Account-Researcher
Speaker Profiles

Roger Hamilton
VP Sales & Marketing
Contact Science

Clinton Rozario
Product Manager | Software Architect
eGrabber Inc.

Rich Kumar
Customer Success Manager
eGrabber Inc.
Follow Us On Twitter!

Roger Hamilton- @rahamilton
Clinton - @clintonrozario
eGrabber - @eGrabberAR

Tweet your questions /comments with #eGrabberWebinar
1. Identify Prospects
2. Find Email and Phone Number
3. Develop Engagement Strategy (via social media, email or phone)
4. Send Initial Email
5. Set up Initial Pursuit Plan
6. Armed with Intelligence to Build Relationships and Understand Your Prospect’s Needs.
Find Decision Maker of Any Company

Social Profiles

Find Email / Phone of LinkedIn / others..

• How Append email & Phone works?
• Account-Researcher Pricing

Pricing

Prospects Social Profile Are:

• Missing Email
• Missing Full Name
• Missing Phone
• Missing other Social Media links

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1. How **Account-Researcher** Can Help You Reach the Right People with the Right Information
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InBUSINESS
Business Profiles and Marketing Resources

COMPANY PROFILES  BUSINESS RESOURCES  ADD YOUR BUSINESS  MARKET

Hooked Media
Business Profile

COMPANY OVERVIEW

Company Name: Hooked Media
Address: 720 Market St # 500
San Francisco, CA 94102
Phone: (415) 281-3733
Email: julius@hookedmedialgroup.com
Contact: Julius Foster
Title: Executive Officer

WEB PRESENCE

Web Site: hookedmedialgroup.com

Discovery Trail

• Full Name: Julius Foster
• Chief Technology Officer
• Company: Hooked Media Group
• Business Email: julius@hookedmedialgroup.com
• Business Phone: 1-415-369-9003

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Internet Membership Directories
Financial Documents
White Papers
Company Website
Forums, Discussions, Chats
News & Press
Social Networks
Patents
Social Profile
Blogs
Proprietary Database

Sources
Found Email
Projected Email
Accuracy
Patent

- Find Email / Phone of LinkedIn / others..
- Find Decision Maker of Any Company
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Find Decision Maker of Any Company

- How Append email & Phone works?
- Account-Researcher Pricing

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Company</th>
<th>Email</th>
<th>Email Status</th>
<th>Email Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jay</td>
<td>Gaines</td>
<td>SiriusDecisions</td>
<td><a href="mailto:jgaines@sirusdecisions.com">jgaines@sirusdecisions.com</a></td>
<td>Found</td>
<td>**** (4 of 5)</td>
</tr>
<tr>
<td>Brooke</td>
<td>Ceddell</td>
<td>Networkers Telco</td>
<td><a href="mailto:brooke.ceddell@networkerstelo.com">brooke.ceddell@networkerstelo.com</a></td>
<td>Found</td>
<td>*** (3 of 5)</td>
</tr>
<tr>
<td>Sridhar</td>
<td>Ramanathan</td>
<td>Aventi Group LLC</td>
<td><a href="mailto:ramanathan@aventi_group.com">ramanathan@aventi_group.com</a></td>
<td>Projected</td>
<td>*** (3 of 5)</td>
</tr>
<tr>
<td>Brian</td>
<td>Carroll</td>
<td>MECLABS</td>
<td><a href="mailto:brian.carroll@meclabs.com">brian.carroll@meclabs.com</a></td>
<td>Found</td>
<td>**** (5 of 5)</td>
</tr>
<tr>
<td>Bill</td>
<td>Forster</td>
<td>Maine Pointe LLC</td>
<td><a href="mailto:william.forster@mainepointe.com">william.forster@mainepointe.com</a></td>
<td>Found</td>
<td>**** (5 of 5)</td>
</tr>
</tbody>
</table>

Find Email / Phone of LinkedIn / others.
Internet Sources

Found Email

Projected Email

Accuracy

Patent

Find Email / Phone of LinkedIn / others..

Find Decision Maker of Any Company

Account - Researcher Pricing

• How Append email & Phone works?

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Find all Information on Public Internet

If Found on the Internet

95%+

Hit Rate

Intelligent Statistical Projection

3x

more accurate than guessing

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We've patented this Email Append Process!

Methods and systems for determining email addresses
US 8495151 B2

ABSTRACT
Disclosed herein is a method and system for a user to find an email address using the Internet. The user inputs the information that he wants to be verified or completed. A seeking unit determines the missing fields in the input information. The seeking unit may determine the missing information in the email address from various sources on the Internet, using a set of rules. The rules may be specified by the user or present in the database. The obtained search results are ranked by a ranking unit, based on the relevance of the scores. The seeking unit may also display the found email information along with the ranks to the user. The user has the option to sort the email information. The user may then select the most accurate email information, according to him, which is then used to populate the field in the information.

Publication number: US 8495151 B2
Publication type: Grant
Application number: US 12/479,881
Publication date: Jul 23, 2013
Filing date: Jun 5, 2009
Priority date: Jun 5, 2009
Also published as: US 2010/0312007

Inventors:
Chandra Bodapati, Fatema Mansoori Mukadam, Noil Gunasekhar

Original Assignee:
Chandra Bodapati, Fatema Mansoori Mukadam, Noil Gunasekhar

Export Citation:
BIBTeX, EndNote, RefMan

Patent Citations (13), Referenced by (1), Classifications (11), Legal Events (1)

External Links: USPTO, USPTO Assignment, Espacenet
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You Have 10 Seconds to Impress Your Prospect on a Cold Call
Research Your Prospects Effectively

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Taking Notes of Your Clients Requirements for Records

- Find Email / Phone of LinkedIn / others...
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Transfers To

Find Decision Maker
of Any Company

Find Email / Phone
of LinkedIn / others..

Transfers To

Excel 2013

PCRecruiter.com

Outlook 2013

ACT! 2013

MS Dynamics CRM Online

CSV format …

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• How Append email &
Phone works?
• Account-Researcher
Pricing
Other Sources

Find Decision Maker of Any Company

Find Email / Phone of LinkedIn / others...

- How Append email & Phone works?
- Account-Researcher Pricing

- Missing fields in CRM
- Leads in emails
- Tradeshow lists
- News / Press Releases
- Anywhere...

Find Missing Email
Find Missing Phone
Find Missing Address
Find Missing Other Info

Full Business Card

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Find Email / Phone of LinkedIn / others..

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Prospects
- Missing Name
- Missing Email
- Missing Phone
- Missing Company Info
- Missing Talking Points
Find Email / Phone of LinkedIn / others.

Find Decision Maker of Any Company

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Need Prospect Names

Prospect List

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Find Email / Phone of LinkedIn / others.

Find Decision Maker of Any Company

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Find Decision Maker of Any Company

Company Profile

- Emp/Rev
- Mgmt List
- Linked
- News
- Emp List
- Email
- Tags
- Connections
- Phone
- Trademarks

How Append email & Phone works?

Account-Researcher Pricing

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No Long term commitment

Yearly Subscription
$875/License

Yearly Subscription
$595/License

- 2 months Free usage for yearly Subscription
- Complimentary email & phone support package worth $150
- Free Group Training
- You Save $280 + $150 = $430

Promo Code: CSAR280
Valid till 7th April 2014

Purchase Online:
https://www.egrabber.com/ar

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Account-Researcher Summary

- Grab any Online Profile & Append E-Mail/Phone.
- Find Decision Makers In Any Company At All Levels.
- Get Insightful Prospect Details, Contact Information and Conversation Initiators for Prospect Engagement.
Now that you have information . . .

... What is the most effective/efficient process to use that information

www.contactscience.com
The dial starts the deal

Sales Cycle

D → C → A

1 2 3

4 5

Ave. value of sale
Ratio of customers to 1st appts

Conversations
Appointments

Own this process to control revenue growth.
Traditionally, Companies . . .

• **Not recognized as a business process**

  ✓ The appointment setting process is *incorrectly viewed* as a pure sales skill, similar to giving a presentation.
  ✓ It may be the only business process that has not been adequately addressed. Yet, it *starts the revenue* stream.

• **The KPIs of the process are not benchmarked, nor tracked**

  ✓ These key performance indicators are misunderstood to the point that they have become ‘the elephant in the sales bullpen.’
Pick up the phone to dial a target to generate a conversation to ask them for an appointment to which they agree.

Warm or Cold – targets need proper pursuits to maximize the return on effort and investment.

Marketing leads (hot or warm)

Personal networking, referrals, social media

Cold Lists

The business process

Why do ‘we’ fail -

1. What to do when the DM answers?
2. How much effort and what is the right approach to pursue a decision maker?
3. How to monitor, measure, analyze and coach a rep to better performance?
4. How to gain rep adoption to operate it properly; consistently?
**Success** at the *business process of telephone prospecting* requires execution of the ideal combination of *Art, Best Practice & Science* for the pursuit of a group of targets.

- **Skills training** to turn more conversations into appointments *(what to say when they say Hello)*

- **Pursuit plan** for the number and frequency of calls, the messaging to deliver at each call, what to do when the pursuit ends. Plus, your list.

- **Navigation of Best Practice**, organization, record keeping, metrics and reporting. Sustainability.
Pick up the phone to dial a target to generate a conversation to ask them for an appointment to which they agree.

**Warm or Cold**

- targets need proper pursuits to maximize the return on effort and investment

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Why do ‘we’ fail -

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3. How to monitor, measure, analyze and coach a rep to better performance?
4. How to gain rep adoption to operate it properly; consistently?
**Prospecting process metrics**

**Efficiency** – Generating more conversations with a Decision Maker in less time.

![Diagram showing Dials per Week, Conversation Ratio, and Appointment Ratio]

**Effectiveness** – Converting more of those conversations into appointments.
Prospecting Process Metrics

<table>
<thead>
<tr>
<th>User</th>
<th>Total Time</th>
<th>Dials #</th>
<th>Convs. #</th>
<th>Appts. #</th>
<th>Convs. to Dials</th>
<th>Appts. to Convs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peter Sellers</td>
<td>03:39:18</td>
<td>110</td>
<td>17</td>
<td>5</td>
<td>15%</td>
<td>29%</td>
</tr>
</tbody>
</table>

**Activity**

**Efficiency - Effectiveness**

**Remedies -**
- *The List*
- *The Best Practice*
- *The Caller*
**Leverage** – measureable movement of all three metrics at the same time

**Improving metrics**

<table>
<thead>
<tr>
<th>Activity Goal</th>
<th>Conv Ratio</th>
<th>Appt Ratio</th>
<th>Appts</th>
<th>Close Ratio</th>
<th>New Sales</th>
<th>Avg Sale</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2 &amp; 3</td>
<td>4</td>
<td>5</td>
<td>$ 120,000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Improving metrics

**Leverage** – measurable movement of all three metrics at the same time

**Conversation Ratio**

**Dials per Week**

**Appointment Ratio**

<table>
<thead>
<tr>
<th>Days per year making dials</th>
<th>Dials per Day</th>
<th>Conv Ratio</th>
<th>Appt Ratio</th>
<th>Appts</th>
<th>Close Ratio</th>
<th>New Sales</th>
<th>Avg Sale</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Current Metrics</td>
<td>12</td>
<td>8%</td>
<td>15%</td>
<td>32</td>
<td>20%</td>
<td>6</td>
<td>$20,000</td>
<td>$120,000</td>
</tr>
<tr>
<td>Desired Improvements</td>
<td>40%</td>
<td>10%</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Why Best Practice

✓ Best and Highest Use of every dial. Your dial is your basic resource. Make sure that as many targets as possible receive the appropriate pursuit attention.

✓ Speeds up the process. Caller is organized; and can easily pursue each target in a disciplined way. Callers don’t have to make a decision about what to do on each call.

  • Activity
  • Efficiency
  • Effectiveness
Best Practice: Roadmap to Success

Hi Bill, you may have noticed that I have been calling the last few weeks. This may not be a good time, so I won’t continue. However, if my messages about <core message> are of interest to you, I would enjoy a short conversation. Otherwise, I will give you another call in a few months.

If no response, ReCycle. Start this pursuit plan again later in same cycle.
Long term BP - the territory

This is the roadmap for your Business Development Strategy.

Territories are an asset.

Goes into the Pipeline
### Staying Organized, Keeping Count

Each ‘call’ is a sequence of activities

<table>
<thead>
<tr>
<th>1</th>
<th>Log in</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Locate list of Target records</td>
</tr>
<tr>
<td>3</td>
<td>Select first Target to call</td>
</tr>
<tr>
<td>4</td>
<td>Review history of pursuit(s)</td>
</tr>
<tr>
<td>5</td>
<td>Decide on messaging for this call</td>
</tr>
<tr>
<td>6</td>
<td>Make the call</td>
</tr>
<tr>
<td>7</td>
<td>Send an email</td>
</tr>
<tr>
<td>8</td>
<td>Add the appropriate attachment</td>
</tr>
<tr>
<td>9</td>
<td>Set date for next call</td>
</tr>
<tr>
<td>10</td>
<td>Record the results of the call</td>
</tr>
<tr>
<td>11</td>
<td>Put Target record away</td>
</tr>
<tr>
<td>12</td>
<td>Select next Target record</td>
</tr>
</tbody>
</table>

We must **navigate** this sequence of activities to move from call to call.

This is the pain.
Navigate your **Best Practice**

**Two Screens & a Mouse**

*Fast, Easy, Precise*

Patent: 8,185,429
Two Screens & a Mouse

Learn to operate the prospecting process and to handle every prospecting scenario.

Navigate any Best Practice

Patent: 8,185,429
My Business Platform, right?

No. They are not built to enable this process and can be counter-productive to appointment setting.

*Success at feeding the Pipeline requires the right combination of skills, Best Practice and automation.*
### Automatic, accurate metrics

<table>
<thead>
<tr>
<th>User</th>
<th>Total Time</th>
<th>Dials #</th>
<th>Convs. #</th>
<th>Appts. #</th>
<th>Convs. to Dials</th>
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<td>17</td>
<td>5</td>
<td>15%</td>
<td>29%</td>
</tr>
</tbody>
</table>

**Activity | Efficiency - Effectiveness**

Drill down to determine cause of underperformance and address each week.

- List
- Best Practice
- Caller skills
The physical effort to navigate calling 10 targets in a row measured in Clicks, Screens and Time.

Klpz provides structure: framework, messaging, and metrics.

<table>
<thead>
<tr>
<th>Mechanics</th>
<th>Salesforce.com</th>
<th>Goldmine</th>
<th>Act!</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Time</strong></td>
<td>48 mins.</td>
<td>50 mins.</td>
<td>53 mins.</td>
</tr>
<tr>
<td><strong>Clicks</strong></td>
<td>260</td>
<td>301</td>
<td>312</td>
</tr>
<tr>
<td><strong>Screens</strong></td>
<td>126</td>
<td>151</td>
<td>150</td>
</tr>
</tbody>
</table>

The mechanics gathered from power users of these CRMs.

Each ‘call’ is a sequence of activities:

- 1. Log in
- 2. Locate list of Target records
- 3. Select first Target to call
- 4. Review history of pursuit(s)
- 5. Decide on messaging for this call
- 6. Make the call
- 7. Send an email
- 8. Add the appropriate attachment
- 9. Set date for next call
- 10. Record the results of the call
- 11. Put Target record away
- 12. Select next Target record
"What’s measured, improves."

<table>
<thead>
<tr>
<th>Organization</th>
<th>Number of Suspects</th>
<th>Number of Executed Actions</th>
<th>Dials #</th>
<th>Convs. #</th>
<th>Appts. #</th>
<th>Convs. to Dials</th>
<th>Appts. to Convs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Region</td>
<td>1895</td>
<td>684</td>
<td>662</td>
<td>152</td>
<td>26</td>
<td>22%</td>
<td>17%</td>
</tr>
</tbody>
</table>

**Call Block Sheet**

<table>
<thead>
<tr>
<th>User</th>
<th>Number of Suspects</th>
<th>Number of Executed Actions</th>
<th>Dials #</th>
<th>Convs. #</th>
<th>Appts. #</th>
<th>Convs. to Dials</th>
<th>Appts. to Convs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jodie Perez</td>
<td>168</td>
<td>43</td>
<td>38</td>
<td>14</td>
<td>6</td>
<td>36%</td>
<td>42%</td>
</tr>
<tr>
<td>Brian Napier</td>
<td>373</td>
<td>166</td>
<td>164</td>
<td>39</td>
<td>8</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Teresa Belle</td>
<td>528</td>
<td>149</td>
<td>141</td>
<td>63</td>
<td>3</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td>Jeff Long</td>
<td>96</td>
<td>92</td>
<td>89</td>
<td>6</td>
<td>1</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Lou Grant</td>
<td>205</td>
<td>12</td>
<td>12</td>
<td>3</td>
<td>2</td>
<td>25%</td>
<td>66%</td>
</tr>
<tr>
<td>Jonn Roberts</td>
<td>29</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Emily Lopez</td>
<td>79</td>
<td>62</td>
<td>60</td>
<td>3</td>
<td>0</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>Debbie Cates</td>
<td>59</td>
<td>29</td>
<td>29</td>
<td>7</td>
<td>5</td>
<td>24%</td>
<td>77%</td>
</tr>
<tr>
<td>Susan Steel</td>
<td>200</td>
<td>47</td>
<td>47</td>
<td>5</td>
<td>0</td>
<td>10%</td>
<td>0%</td>
</tr>
<tr>
<td>Michelle Jong</td>
<td>22</td>
<td>23</td>
<td>23</td>
<td>11</td>
<td>1</td>
<td>47%</td>
<td>9%</td>
</tr>
<tr>
<td>Jackie Cantor</td>
<td>95</td>
<td>30</td>
<td>28</td>
<td>1</td>
<td>0</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Dana Tubbs</td>
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Option

**Integrated Telephony**

- Three ‘click to call’ options.
- Plus, recordings of calls as links on Klpz report.
Program Goal

*Sustainable Improvement*

1. Defined pursuit process that callers will adopt and operate successfully
2. Automatic, accurate metrics for managers to use for accountability, analysis and coaching.
Program Fees

Program Fees - $990 (+125 for CRM)
Set-Up: $290 one-time (+125 for CRM)
Training for Callers/Managers: $700 one-time
Klpz Seat : $65 monthly for callers only

Telephony
Set-Up: $35 first line; $5 for subsequent lines
$20 per line for unlimited Domestic
www.voipdito.com
eGrabber Promotion

**Program Fees** - $640 (+125 for CRM)
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What’s Next?

1. Take the first step free
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http://goo.gl/feklbo

2. Take advantage of the eGrabber Promotion to sign up. Promo Code: grabber
Proof of Prospecting Promotion. . .Free Best Practice Design


Roger Hamilton  214-272-2285    rhamilton@klpz.com
www.contactscience.com
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**We’d love to hear from you**

• rich@egrabber.com

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**Rich Kumar**
Customer Success Manager - eGrabber Inc
rich@egrabber.com
Phone #: 408-516-4566
Q & A Session

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