

# eGrabber & Linked Prospecting

*Present*

## How to Sell to Big Companies Through LinkedIn®



# Speakers Profile



**Viveka von Rosen** is known worldwide as a "LinkedIn Expert" and offers consultation to business owners, corporations, legal and recruiting firms and business and marketing associations to help them improve their outreach using LinkedIn. Her private consulting, seminars, webinars and workshops have trained well over a 100,000 people.

# How to Sell to Big Companies Through LinkedIn®



# What We'll Cover

Facts to Know: Struggles and Benefits

Do Your Research

Know Your Value Prop

Don't Give Up!

A large, white, three-dimensional sign for LinkedIn is mounted on the side of a modern building with a glass facade. The sign features the word "LinkedIn" in a bold, sans-serif font, with the "in" part enclosed in a blue square. The building's glass reflects the sky and surrounding environment. The sign is angled upwards, following the building's architecture.

LinkedIn

# Get This Book!!!

- Jill Konrath's
- Selling to Big Companies

<http://www.amazon.com/Selling-Big-Companies-Jill-Konrath/dp/1419515624>



Understand the Culture of Big Companies

Make the most of Downsizing

Your ROI must show a Return on time, Effort and Monetary Investment

# Big Company Culture: What to Be Aware of

# Understanding the Culture of Big Companies

- ✓ Shareholder Demands
- ✓ Biggest Challenges
- ✓ Longer Closing Times



# Make the Most of Downsizing

- ✓ How has downsizing affected the company?
- ✓ Who has been laid off?
- ✓ Where can you step in?





# Return On Time, Effort and Monetary Investment

Its Not Your Fee ...

“An executive’s extreme need to protect their time at all costs makes the status quo your most formidable competitor when selling to big companies.”

Target!

Know the Company's Struggles

Know the Right Person with Whom to Speak

Gatekeeper to Gateway!

# Do Your Research

# Target!

“By narrowing your market focus you increase sales and profits”

- Advanced Search
- Boolean Search
- Account Researcher

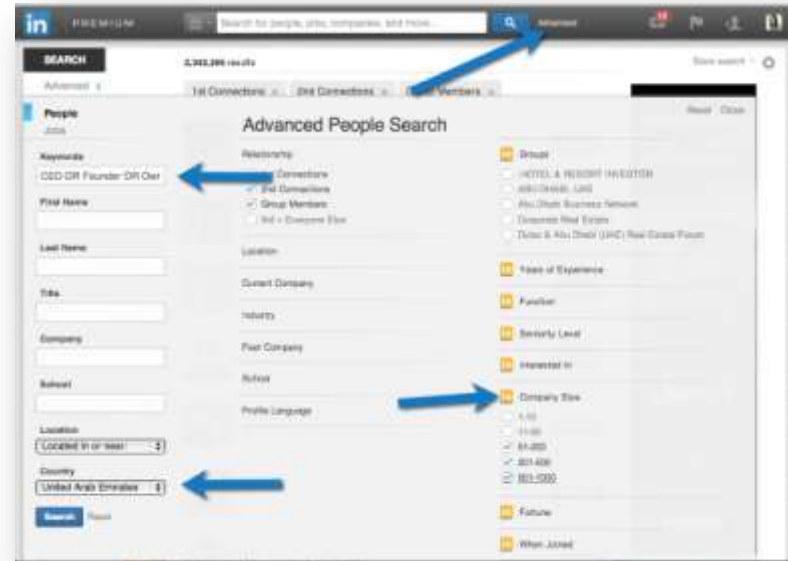
# Research the Company

- Demonstrate you know their challenges
- Demonstrate missed opportunities (you solve)
- Give quantifiable metrics

*(eGrabber can get you most - if not all - the info you need to impress your contact with your research)*

# Advanced & Boolean Search

+ keeps the words together  
OR when either will do  
AND when you are clarifying  
an audience or industry or niche  
NOT to ignore an audience



*CEO OR Chief+Executive OR Founder OR Owner AND Medical AND New+York  
NOT Consultant NOT Marketing NOT job+seeker*

# Use Account-Researcher

Find Email /  
Phone  
of LinkedIn /  
others..

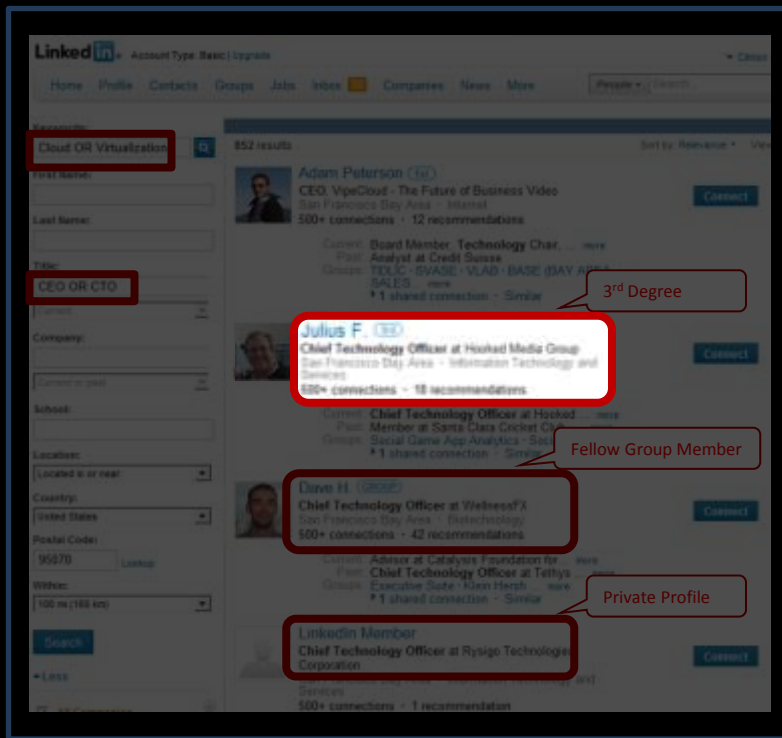
The screenshot shows the LinkedIn search interface. On the left is a search filter sidebar, and on the right is a list of search results. Red boxes and callouts highlight specific features and annotations:

- Search Filter Sidebar:**
  - A red box highlights the search term "Cloud OR Virtualization".
  - A red box highlights the filter "CEO OR CTO".
- Search Results:**
  - The first result is for Adam Peterson, CEO of VipeCloud. A red box highlights his name, and a callout bubble points to it with the text "3rd Degree".
  - The second result is for Julius F., Chief Technology Officer at Hooked Media Group. A red box highlights his name, and a callout bubble points to it with the text "Fellow Group Member".
  - The third result is for Davis H., Chief Technology Officer at WellnessFX. A red box highlights his name, and a callout bubble points to it with the text "Private Profile".
  - The fourth result is for a LinkedIn Member, Chief Technology Officer at Rysigo Technologies Corporation. A red box highlights the text "LinkedIn Member".

- Missing Full Name
- Missing Email
- Missing Phone
- Missing other Social Media links
- Will they 'I-Don't-Know' my request?

# Use Account-Researcher

Find Email /  
Phone  
of LinkedIn /  
others..



Click  
Account-Researcher

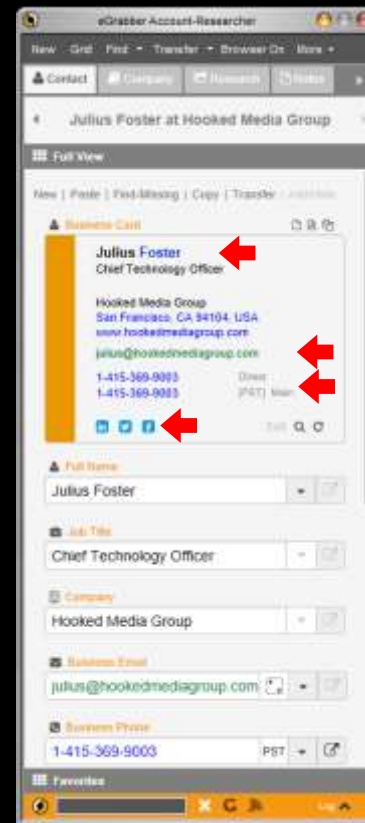
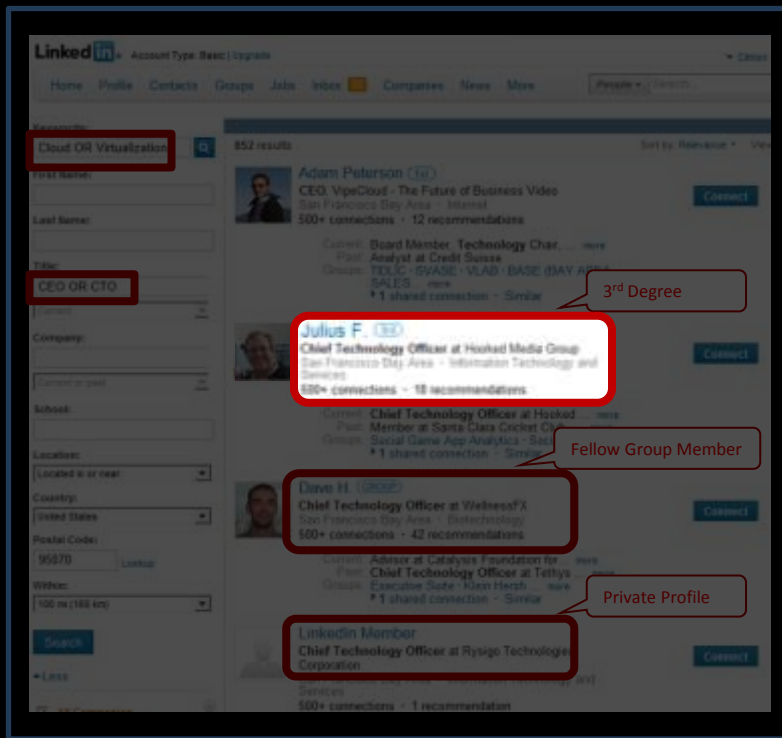
3<sup>rd</sup> Degree

Fellow Group Member

Private Profile

# Use Account-Researcher

Find Email /  
Phone  
of LinkedIn /  
others..




- ✓ Last Name
- ✓ Email
- ✓ Phone
- ✓ Social links



# Use Account-Researcher

Find Email /  
Phone  
of LinkedIn /  
others..



**Julius Foster**  
CTO  
San Francisco, California (San Francisco Bay Area) | Information Technology and Services

**Join LinkedIn and access Julius Foster's full profile. It's free!**

As a LinkedIn member, you'll join 225 million other professionals who are sharing connections, ideas, and opportunities.

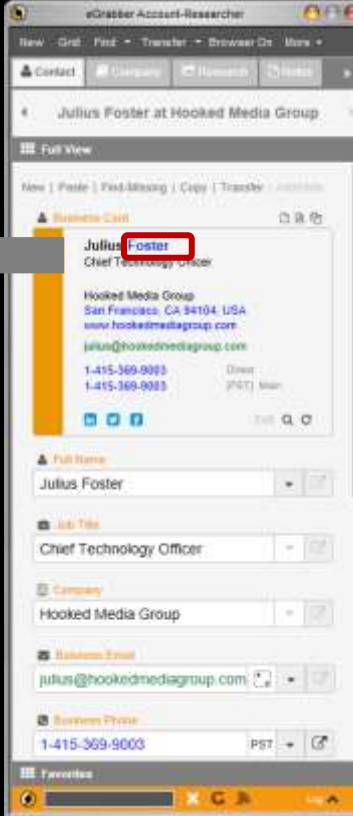
- See who you and **Julius Foster** know in common
- Get introduced to **Julius Foster**
- Contact **Julius Foster** directly

[View Julius's full profile](#)

**Julius Foster's Overview**

Current	<b>Chief Technology Officer at Hooked Media Group</b>
Past	Director, Engineering at Wallop Lead Software Engineer at Ingenio Inc Principal Software Engineer at ABNAR-Telsoft Inc. <a href="#">see all</a>
Education	District of Columbia - Department of Health New Mexico Tech - Energetic Materials Research and Testing Center

Discovery Trail



eGrabber Account-Researcher

File Edit View Window Help

Home Contact Company Research Notes

Julius Foster at Hooked Media Group

Full View

Home Edit

**Julius Foster**  
Chief Technology Officer

Hooked Media Group  
San Francisco, CA 94104, USA  
[www.hookedmediagroup.com](http://www.hookedmediagroup.com)  
[julius@hookedmediagroup.com](mailto:julius@hookedmediagroup.com)

1-415-369-9003  
1-415-369-9003 (PST) Home

Full Name: Julius Foster

Job Title: Chief Technology Officer

Company: Hooked Media Group

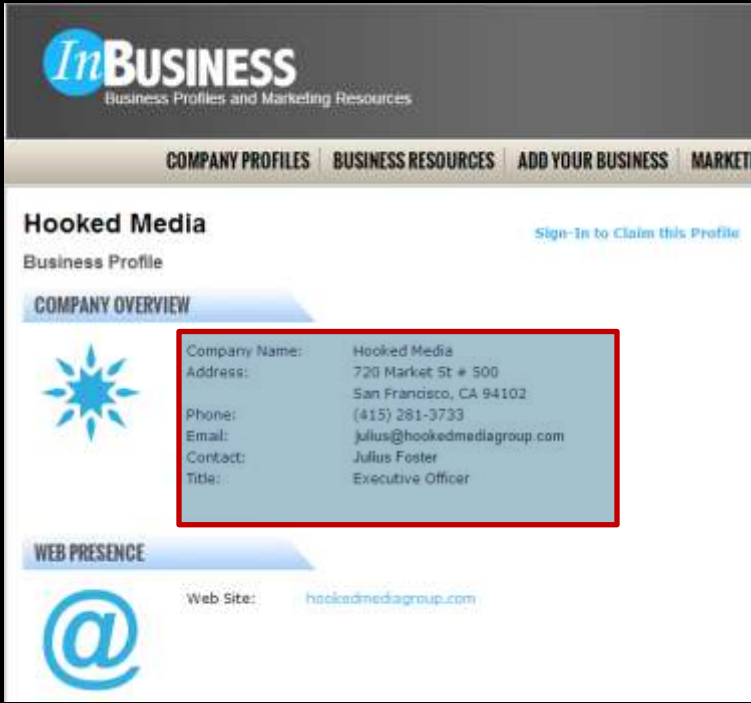
Business Email: [julius@hookedmediagroup.com](mailto:julius@hookedmediagroup.com)

Business Phone: 1-415-369-9003 PST

Favorites

# Use Account-Researcher

Find Email /  
Phone  
of LinkedIn /  
others..



**InBUSINESS**  
Business Profiles and Marketing Resources

COMPANY PROFILES | BUSINESS RESOURCES | ADD YOUR BUSINESS | MARKET

## Hooked Media


Business Profile [Sign-In to Claim this Profile](#)

### COMPANY OVERVIEW

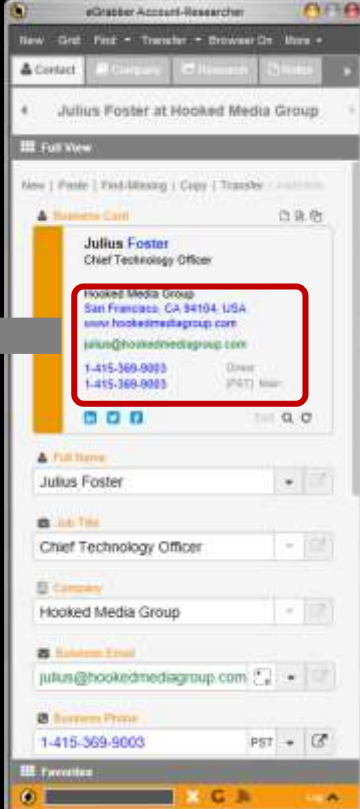


Company Name:	Hooked Media
Address:	720 Market St # 500 San Francisco, CA 94102
Phone:	(415) 281-3733
Email:	julius@hookedmediagroup.com
Contact:	Julius Foster
Title:	Executive Officer

### WEB PRESENCE

 Web Site: [hookedmediagroup.com](http://hookedmediagroup.com)

Discovery Trail



eGrabber Account-Researcher

New | Grid | Post | Transfer | Browser On | More +

Contact | Company | Research | Notes

### Julius Foster at Hooked Media Group

Full View

New | Paste | Find Missing | Copy | Transfer | ...

**Business Card**

**Julius Foster**  
Chief Technology Officer

Hooked Media Group  
San Francisco, CA 94104, USA  
[www.hookedmediagroup.com](http://www.hookedmediagroup.com)  
[julius@hookedmediagroup.com](mailto:julius@hookedmediagroup.com)  
1-415-369-9003  
1-415-369-9003 (PST) Main

**Full Name**  
Julius Foster

**Job Title**  
Chief Technology Officer

**Company**  
Hooked Media Group

**Business Email**  
[julius@hookedmediagroup.com](mailto:julius@hookedmediagroup.com)

**Business Phone**  
1-415-369-9003 PST

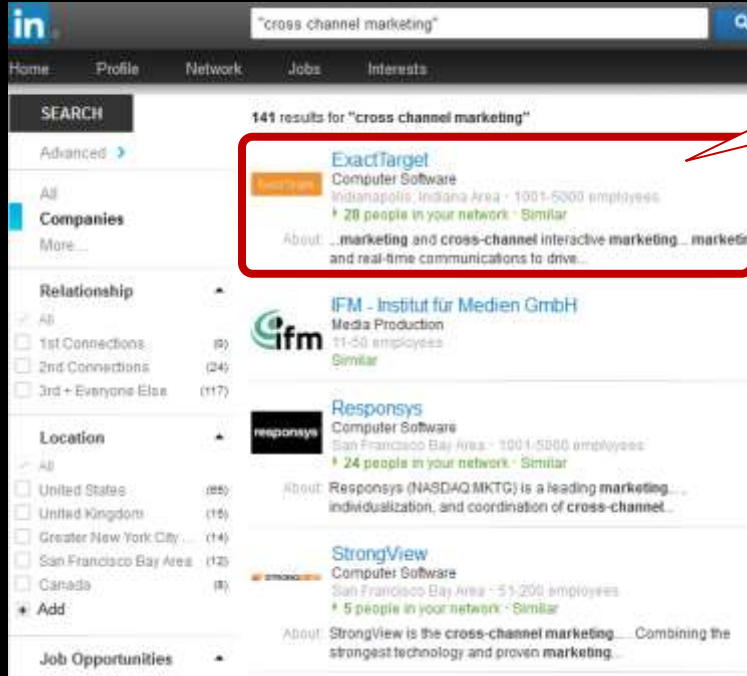
**Favorites**

# Finding the Right Person!

- Its who you know!
- Get introduced
- Send an invitation
- Use Account Researcher to find contact info

## C. Use Account-Researcher

Find Decision  
Maker of Any  
Company

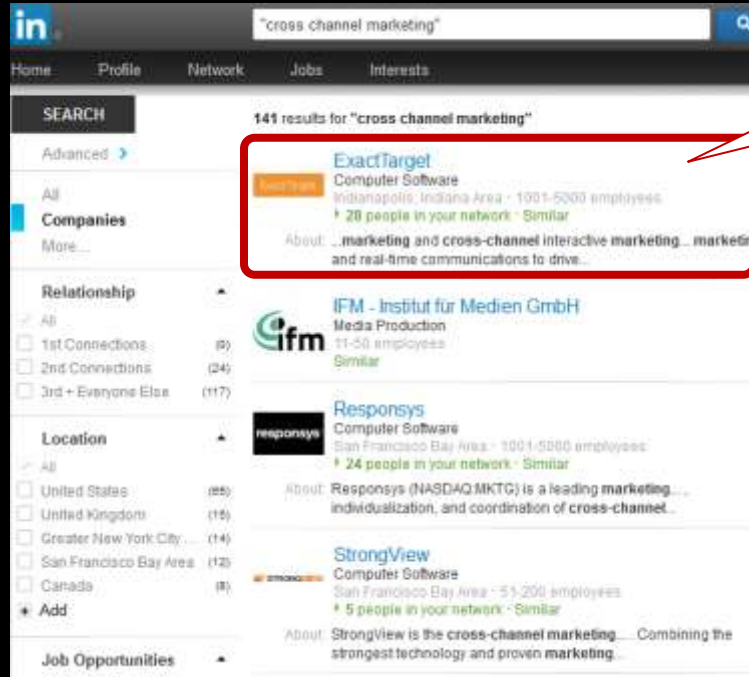


Need Decision  
Maker

- Missing Name
- Missing Email
- Missing Phone
- Missing Company Info
- Missing Talking Points

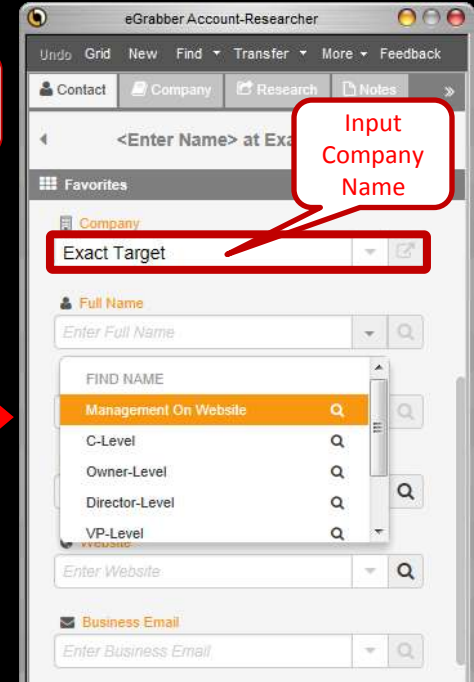
## C. Use Account-Researcher

Find Decision  
Maker of Any  
Company



Need Decision  
Maker

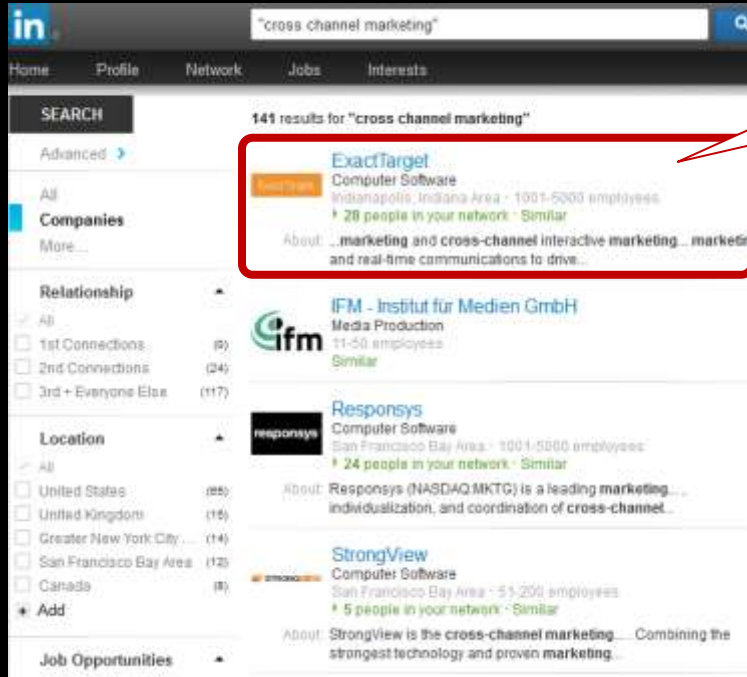
Click



Input  
Company  
Name

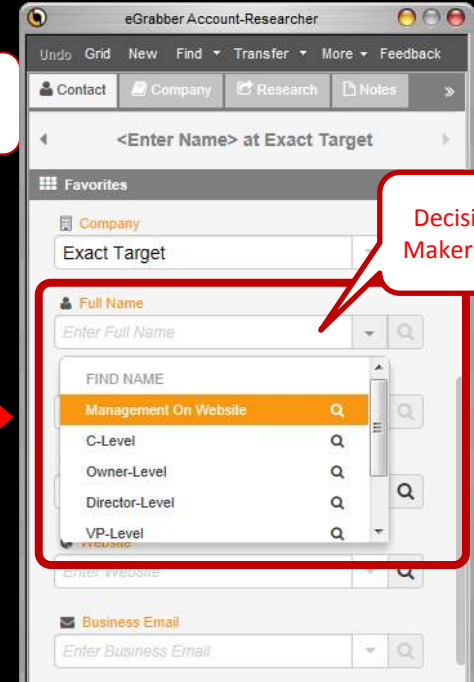
## C. Use Account-Researcher

Find Decision  
Maker of Any  
Company



Need Decision  
Maker

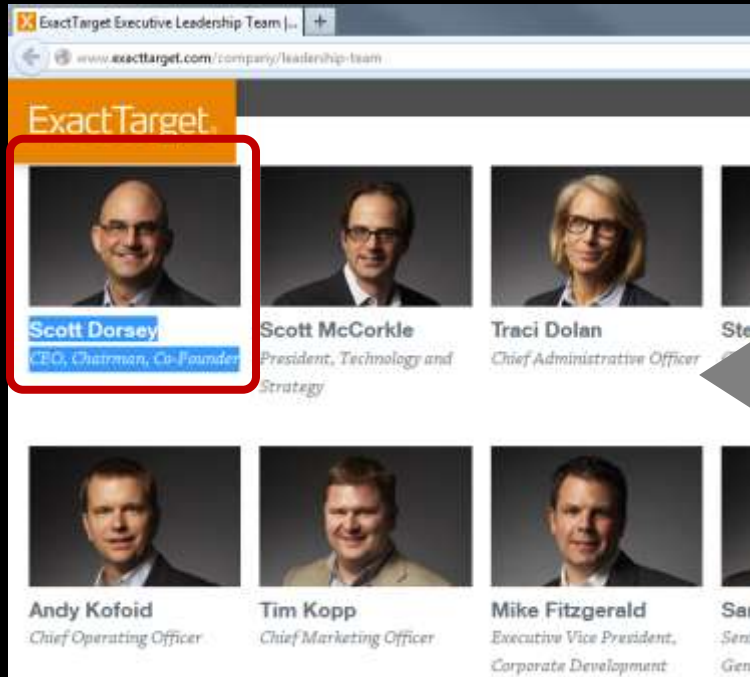
Click



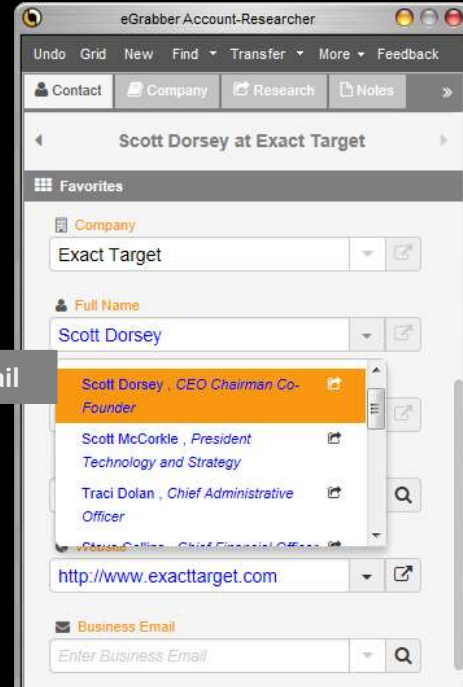
Decision  
Maker List

## C. Use Account-Researcher

Find Decision  
Maker of Any  
Company



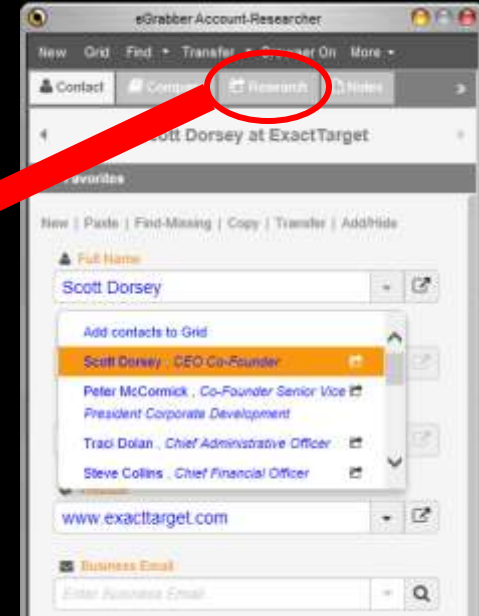
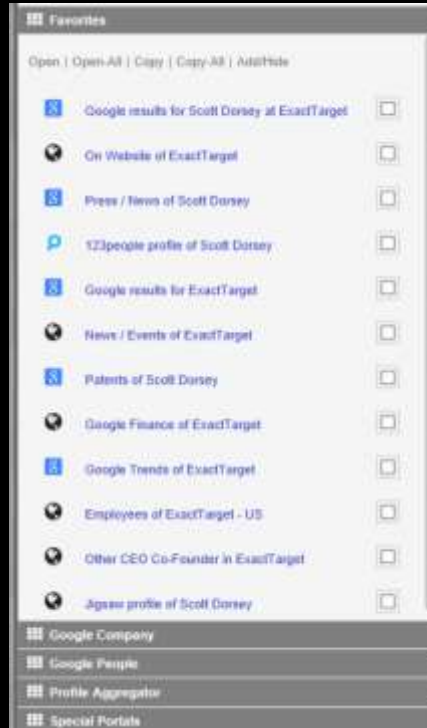
Discovery Trail



# You Have 30 Sec To Impress Your Prospect On A Cold Call

## Research Your Prospects Effectively

Find Decision  
Maker of Any  
Company





Accuracy

Patent

Find all Information on Public Internet

If Found on the Internet

**95%+**

Hit Rate

Intelligent Statistical Projection

**3x**

more accurate than guessing

- [How Append Email & Phone works?](#)

## 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** US8495151 B2  
**Publication type** Grant  
**Application number** US 12/479,591  
**Publication date** Jul 23, 2013  
**Filing date** Jun 5, 2009  
**Priority date**  Jun 5, 2009

**Also published as** [US20100312837](#)

**Inventors** [Chandra Bodapati](#), [Fatema Mansoor Mukadam](#), [Noel Gunasekar](#)

**Original Assignee** [Chandra Bodapati](#), [Fatema Mansoor Mukadam](#), [Noel Gunasekar](#)

**Export Citation** [BiBTeX](#), [EndNote](#), [RefMan](#)

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

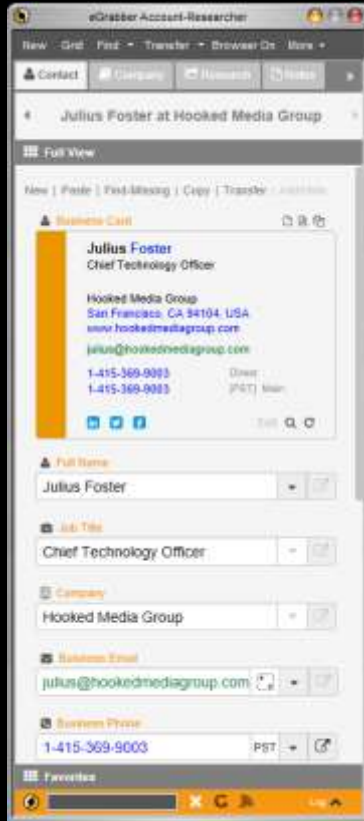
**External Links:** [USPTO](#), [USPTO Assignment](#), [Espacenet](#)



• [How Append Email & Phone works?](#)

# Use Account-Researcher

Transfers To



Transfers To



Excel 2013

Excel 2013



SalesForce.com



Outlook 2013



ACT! 2013



CSV format ...

# Gate Keeper to Gateway!

- The “Gatekeeper” can be your worst enemy or your best friend!



Be Invaluable  
Be a Source of Information  
Be Unique

# Know Your Value Proposition

## Stand Out From The Crowd

“A value proposition is a clear statement of tangible results a customer gets from using your products or services. It is focused on outcomes and stresses the business value of your offering.”

# Be Invaluable



# Be a Source

## Sharing BookMarklet Tagging

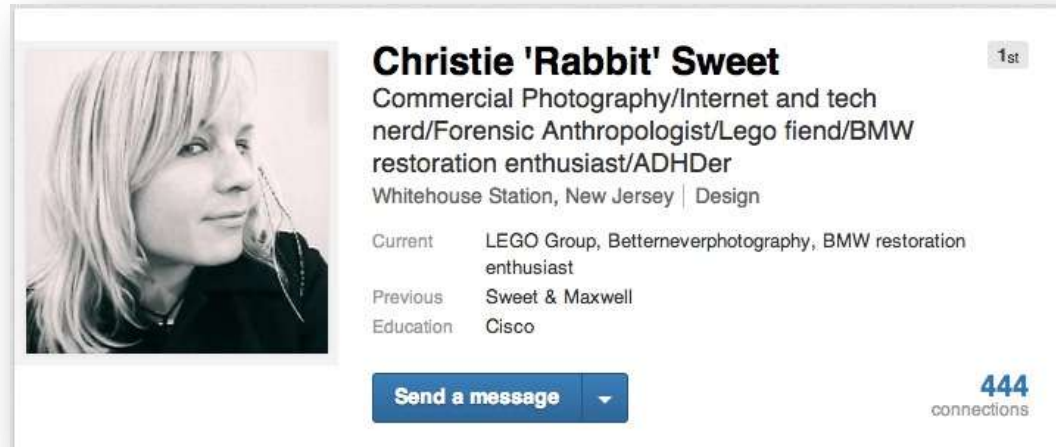




# Be Unique

No one does what you do – make sure your LinkedIn Profile reflects your uniqueness!

- Summary
- Experience
- Media



Reminders

Messaging Campaigns

Favors!

Scripts

# Try Try Try again!

# Set Reminders

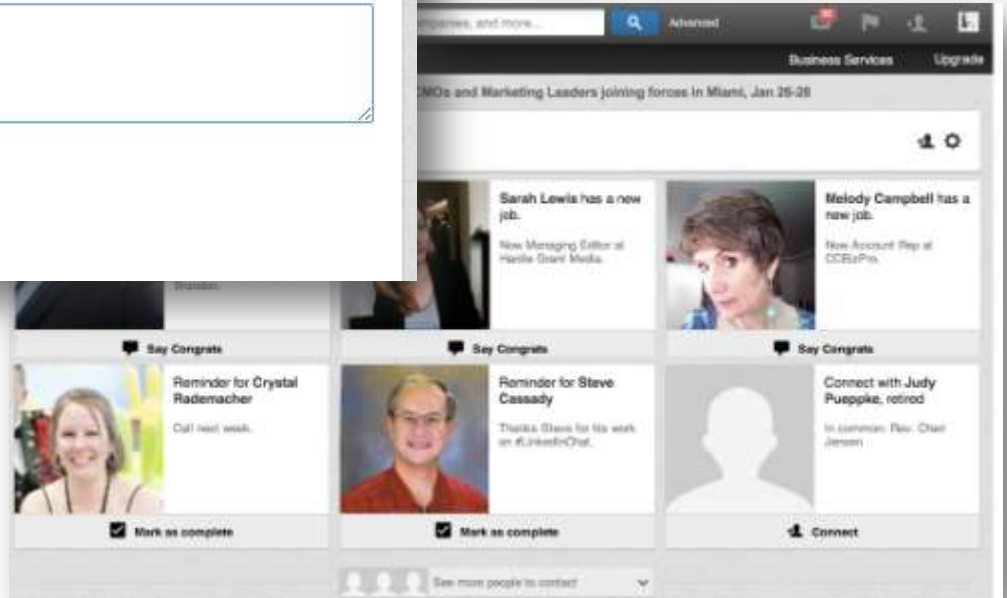
★ Relationship    📁 Contact Info

+    📝 Note    🕒 **Reminder**    🤝 How you met    🏷️ Tag

Call to follow up on engagement article

☐ In 1 day    ☐ In 1 week    ☒ In 1 month    ☐ Recurring

**Save**    **Cancel**    🔒 This information is only visible to you.



# Engage in a Messaging Campaign

The screenshot displays the LinkedIn interface with several key elements and annotations:

- Contact List:** A list of contacts on the left. The first contact, Wayne Hurlbert, is selected, indicated by an orange checkmark and an orange arrow pointing to his profile picture.
- Profile View:** The profile of Wayne Hurlbert is shown. It includes his name, title "Host - Blog Business Success at Blogtalkradio", location "Winnipeg, MB, Canada", and a list of tags. An orange arrow points to the "Tag" button.
- Notification:** A notification box on the right states "Connect invitation sent" with a timestamp of "11/14/2013" and "7 minutes ago". Two blue arrows point from the notification to the "Engage Mexico" and "Influencer" tags in the notification's header.
- Tags:** A list of tags is visible on the left, including "ABCN", "Artist", "Bad example of title field", "BeFoundJobs", "Best profile ever", "Biz Dev", "CEO", "ceo automation", "CEO green", "CEO hr", "Webinar on Demand", "woman solopreneur", "women exec 10+", "women exec 100+", "Workforce", and "xbm". An orange arrow points to the "Add New Tags" button.
- Buttons:** The "Add New Tags" button is located at the bottom of the tag list, and the "Manage Tags" button is located below it.

# Do Favors for People

- Introductions
- Share articles
- Mention wins



# Create Scripts and Checklists

- Create scripts, practice them till you know them inside out then throw them away!
- Schedule your time and give yourself a checklist.



# Eat the Elephant!

- Get feedback – refine your offer
- Ask for an Introduction to 1 new prospect a day.
- Invite 1 new prospect a day to connect
- Send an interesting article to 1 hot prospect a day
- Communicate in Groups with one thought leader or Company Executive a day

# Offer: Fully Functional 14 Day Free Trial

## **We will be sending you:**

- Trial Download Link
- Fully Functional 14 Day Free Trial
- Check your webinar chat now for purchase link & discount code.

## **We'd love to hear from you**

- [rich@egrabber.com](mailto:rich@egrabber.com)



**Rich Kumar**

Customer Success Manager - eGrabber Inc

[rich@egrabber.com](mailto:rich@egrabber.com)

Phone # :- 408-516-4566



## Webinar Offer!!

**Monthly  
Subscription  
\$79.95/License**

*No Long term commitment*

**Yearly  
Subscription  
~~\$875/License~~**

**Yearly  
Subscription  
\$675/License**

- ✓ Complimentary email & phone support package
- ✓ Free Group Training
- ✓ You Save \$200



**\$25 OFF – on Monthly**

Promo Code: **SBAR25** valid till 15<sup>th</sup> March 2014

**\$200 OFF on Yearly**

Promo Code: **SBAR200** valid till 15<sup>th</sup> March 2014

**Purchase Online:** <https://www.egrabber.com/ar>

# Linked Prospecting and YOU!

Earlier this year a HubSpot study found  
lead generation with LinkedIn is  
**277% more effective**  
than other social networks.

# Linked Prospecting and YOU!

Sign up is super easy...

<http://LinkedProspecting.com/join>

# Next Steps!

Purchase Online:

<https://www.egrabber.com/ar>

<http://LinkedProspecting.com/join>

# Questions?



# Thank You !!!

