eGrabber & Linked Prospecting

Present

How to Sell to Big Companies Through LinkedIn®
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!
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?
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
“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...

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

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
Use Account-Researcher

Find Email / Phone of LinkedIn / others..

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
Use Account-Researcher

Find Email / Phone of LinkedIn / others..

칭호 OR 직책
CEO OR CTO

3rd Degree

Fellow Group Member

Private Profile

LinkedIn Member
Chief Technology Officer at Rysلغo Technology Corporation

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
Use Account-Researcher

Find Email / Phone of LinkedIn / others..

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
Finding the Right Person!

- It's who you know!
- Get introduced
- Send an invitation
- Use Account Researcher to find contact info
C. Use Account-Researcher

Need Decision Maker

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

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
C. Use Account-Researcher

Find Decision Maker of Any Company

Need Decision Maker

Input Company Name

Click

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
C. Use Account-Researcher

Find Decision Maker of Any Company
You Have 30 Sec To Impress Your Prospect On A Cold Call
Research Your Prospects Effectively

Disclaimer: This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.

Find Decision Maker of Any Company
If Found on the Internet

95%+ Hit Rate

Intelligent Statistical Projection

3x more accurate than guessing

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
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 12/479,591
Publication date: Jul 23, 2013
Filing date: Jun 5, 2009
Priority date: Jun 5, 2009
Also published as: US20100312837
Inventors: Chandra Bocapati, Fatema Mansoor Mukadam, Noel Gunasekar
Original Assignee: Chandra Bocapati, Fatema Mansoor Mukadam, Noel Gunasekar
Export Citation: BIBTeX, EndNote, ReMan
Patent Citations: 13, Referenced by (1), Classifications (11), Legal Events (1)
External Links: USPTO, USPTO Assignment, Espacenet
Use Account-Researcher

Transfers To

- Excel 2013
- SalesForce.com
- Outlook 2013
- ACT! 2013
- CSV format ...

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
The “Gatekeeper” can be your worst enemy or your best friend!
Know Your Value Proposition

Be Invaluable
Be a Source of Information
Be Unique
"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 a Source

Sharing BookMarklet Tagging

Tweet with #LPAR
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 Try again!
Set Reminders

- 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
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
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

Rich Kumar
Customer Success Manager - eGrabber Inc
rich@egrabber.com
Phone #: 408-516-4566
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

Webinar Offer!!

$25 OFF – on Monthly
Promo Code: SBAR25 Valid till 15th March 2014

$200 OFF on Yearly
Promo Code: SBAR200 Valid till 15th March 2014

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

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
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 !!!