eGrabber & The GURUS Selling System

Present

Using Big Balls to Create Bigger Leads with LinkedIn®
Speakers Profile

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The Bruce Lee of Sales

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Follow Us On Twitter!

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eGrabber - #egrabberwebinar

Tweet your questions /comments with #eGrabberWebinar
Using BIG BALLS to Create Bigger Leads with Linkedin
Who are all these people doing 6 and 7 figures of business purely thru LinkedIn?

How do they create these big numbers from LinkedIn?

How do they do this without having to live on LinkedIn and also have a life?
Using BIG BALLS to Create Bigger Leads with Linkedin
THANK YOU!
1 – Two profile mistakes 99.9% of Linkedin users make that lose bigger prospects!

2 – Why Anger is better than Information in Linkedin Group Discussions!

3 – How ideas from the Marketing Department kill you when engaging bigger prospects on Linkedin!

4 – More advanced tactics
‘90% of Sales issues can be handled during the Lead Generation process!’

FRONT-LOADED
LEAD GENERATION™
99% to 1%
Think they need it
Job Seekers
Have no idea what they are doing
Just want to do “okay”
Just want “a little more”
Speak Out
$750K+ on Linkedin
$150K+ on Linkedin
$50K+ on Linkedin
Out Spoken
10%
65%
15%
7%
3%
Problem #1
LinkedIn Profiles
NAME

Sales/Business Development at COMPANY

Greater [Area] | Computer Software

Previous
Education

Connect
Send InMail

500+ connections

Background

Summary

I am a results-oriented sales professional with a strong track record of achievement and demonstrated success driving sales growth. I am able to provide exceptional sales leadership in highly competitive markets. Some of my strengths include:

The ability to teach and train effective sales and communication techniques.

I am able to connect and foster relationships with high level decision makers.

Strategic Consulting, including business plan & sales strategy development.
Your Headline is a job title
• You are THE SAME as everyone with that title

Your summary is a job description

You ARE your job
• not a person
• not a personality
• Linkedin automatically posts current position
• It’s what 99% of Linkedin users do
• You think this is important to a prospect
The REAL Problem

You have Generalized Yourself

• The Brain sorts for difference and generalizes so it can function
• Generalization = Competition
Treat your profile like a landing page

“The best use of a landing page is...provide a customized sales pitch for the visitor. The best way to do this is to consider where the person has come from, and who they are. By providing a good match, your chances of engaging the visitor go up…”

-Vertster.com

• Write Headline that captures attention
• Write the Summary to build on the Headline and compel the Prospect to contact you
Summary

Do you have all the sales you need? If you don't, you are not alone.

With my coaching you will:

1. Have all the sales you need to be wildly successful.
2. Generate more leads using traditional methods and social selling.
3. Find selling easy and enjoy finding and securing new customers.
4. Clearly differentiate yourself in the market place.
5. Close deals with ease.

My clients have seen 40 to 75% increase in their sales over the time I have worked with them. I have coached and trained sales organizations at

[Redacted] as well as many small locally owned and operated companies. It's exciting to see their sales soar.
BENEFITS TO YOU!

• Instant differentiation

• You are perceived as a bigger player than your peers

• Their subconscious can't stop thinking about you

• You are “top of mind”
PROOF

Erik Luhrs
United States | Management Consulting

Current: Front-Loaded Lead Generation (a division of The GURUS Selling System), The GURUS Selling System
Previous: UKEYCHEYMA, KENOVA Technologies, LLC, The BOSS Companies, Inc.
Education: Clarion University of Pennsylvania

Summary

Well, I can tell you how I increased a client’s sales by 60% in just 2 months by changing a sentence, or how I helped another client triple their business in one week by changing a tagline, or how I helped another client generate so many leads they had to STOP marketing because they couldn’t handle the flow, but that would sound like boasting!

Sound intriguing?
Would you like these kind of results?
What if I told you it was really EASIER than you’ve been led to believe?
And what if I told you it was more FUN?

if you’re in love with your status quo - STOP reading now!
If you’re ready for a bold change of habit, then keep reading!
Problem #2

Discussions
You are a Thought Regurgitator
• Repeat what others said

Create fodder for band-wagoners to jump on
• They mute you out

Spend lots of time and get no traction
We’re told that we have to "participate"

- Makes us feel important

- Seems like the easiest way to dive into “the game”
The REAL Problem

You reinforce the Prospect’s status quo

- Any information that the reader can construe as affirming, agreeing, not challenging them, simply allows them to ignore it consciously and reaffirms them subconsciously
Create Controversy

Topple sacred cows
Why BIGGER Prospects like it

• Corporations like to do business with corporations

• BUT people make the buying decisions, and people like to do business with cool people, so they can be “cool by association”

“Cool by association - adj. Achieving a higher social status through association with a popular person.”
- urbandictionary.com

• Also, higher level businesspeople are surrounded by YES men. The person who challenges them gets instant respect.
BENEFITS TO YOU!

• Break free of YES MAN syndrome
• Automatically become a real Thought Leader
• Speed up the qualification process
• Have fun!
PROOF

Half a Billion Dollars!!!$$$

$95 Million!!!
Problem #3

Introductions
Do you have a mobile sales strategy? You do Now!

Subject: Mobile Sales Presentation Software

To: Erik Luhrs
Date: November 10, 2013

We have created a cloud based iPad app and web solution for Sales Presentations that streamlines the selling process, saves the sales teams a significant amount of time, reduces selling cost, reduces training cost, shows beautifully and helps the company go to market with one voice. The benefits are many and there is no risk to try it. It comes with a 30 day free trial, no credit card required.

This product is called [Product Name]. Companies are increasing sales and reducing cost at the same time.

It has been certified by [Certification Body] and has recently been named one of the Top 40 Selling Tools by [Publication].

Mobile is now. Don't ignore this opportunity to quickly and easily boost your team's productivity and sales. I welcome you to go to [Link] and try it or reach out to me with any questions about this innovative SaaS way to Present and increase sales.

Thank you for your consideration,
No one cares what you sell

- People care about what they care about

Message is a vanilla-washed mess

- Use meaningless words that simply confuse reader

They push the DELETE button if you’re lucky

- SPAM button if you’re not
• It’s “the standard”
• You think you're answering the knee-jerk question: What can you do for me?
• It (seems) polite
The REAL Problem

You assaulted them with information they don't care about

• Giving unwanted information creates resistance in their mind
“As-Is” the message

Open the door of interest before giving information

This is from NLP - Pacing and Leading
BENEFITS TO YOU!

• Speak straight to a problem
• Message instantly has meaning
• They will engage it
• Drive up likelihood of response
Do you have a mobile sales strategy? You do Now!

Helping you use Mobile Sales Presentation Software to help drive more business

To: Erik Luhrs
Date: November 10, 2013

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This product is called _____________________________ Companies are increasing sales and reducing cost at the same time.

It has been certified by _____________ and has recently been named one of the Top 40 Selling Tools by _____________ Press.

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I welcome you to go to _____________________________ and try it or reach out to me with any questions about this innovative SaaS way to Present and increase sales.

Thank you for your consideration,
Summary

Treat your profile like a **landing page** to elicit response

**Create Controversy** with discussions so you are instantly outspoken

“**As Is**” your introduction messages so you are inside the prospect’s head
A Taste of What You Get

Week 1 - Profile
- Create an Intriguing, persona-fied & Contextualized headline for your profile to get it READ by Prospects
- Elicit recommendations that actually overcome a Prospect’s objections and make them want to contact you

Week 2 – Groups
- Immediately leverage Groups for exposure that is SPONSORED by the group owner
- Use discussions to become a “thought leader” on par with the top 1%

Week 3 - Connections
- Use the Leverage Point Person method to create 10X to 1,000X the exposure and credibility for you instantly
- Steal your competition’s clients ethically

Week 4 – Updates, InMails & Company Pages
- Avoid the “Friend-Zone” created by ‘useful’ content so you’re necessary and not just likeable
- Fully leverage the Product / Service section and create descriptions that make prospects say “I want that now”

Week 5 – Other Tactics
- Use the Jobs section to identify prospects in immediate need of your solution
- FOLLOW UP with your leads!

Week 6 - Open Q&A
Week 1 – Profile
You will Know How to:
• Create an Intriguing, persona-fied & Contextualized headline for your profile
• Choose a picture that makes prospects see you as an outsider that is still “in the game” enough to be viable
• Craft a Summary that creates a subconscious alignment with the prospects immediate needs and wants
• Select Specialties that appeal to the problems of the niche markets you are after
• Assemble and write your Experience so it reinforces your elevated LinkedIn Persona
• Elicit recommendations that actually overcome a Prospect’s objections and make them want to contact you
• Use the ‘Upping the Ante Method’ to post Status Updates that expand your capabilities in the mind of Prospects (so you don’t have to worry about educating them)
• Use Endorsements to increase the amount of viable prospects that find you in a search
• Choose the Apps that will effectively enhance your profile and avoid the ones that detract from it
• Use the Skills & Expertise Endorsements to increase the amount of viable prospects that find you in a search
• Turn the Advice for Contacting You section into a call to action for prospects

Week 2 – Groups
You will Know How to:
• Identify the Linkedin Groups where your target market REALLY hangs out and participates so you can join them
• Immediately leverage Groups for exposure that is SPONSORED by the group owner
• Name and describe your own Linkedin Groups
• Get your target market to join your Group so you have priority communication with them
• Create subgroups to handle the “what else I can do for you” problem
• Use discussions to become a “thought leader” on par with the top 1% instantly – by using their thoughts!
• Employ the Reasoned Contrarian tactic in discussions to generate activity and drive you to the top of group influencers
• Use language/links/etc to position your discussions to pre-frame the types of clients you want and the types of projects/sales you want
• Apply the Yin Yang tactic to title discussions to capture attention and reads
• Assign a signature on discussions that will increase profile views

Week 3 – Connections
You will Know How to:
• Use the Leverage Point Person method to create 10X to 1,000X the exposure and credibility for you instantly
• Apply the Expanding Universe Criteria for Connections process to Link with even more leverageable Connections
• Craft direct connection requests that get accepted
• Craft connection requests through introductions that get accepted
• Perform Linkedin Lead Regeneration to expand your sales to existing clients
• Work with the 3 types of lead gen audiences on Linkedin
• Send mass messages that WILL get read and WON’T get spammed and shut down
• Steal your competition’s clients – ethically

Week 4 – Updates & Inmails
You will Know How to:
• Viralize your updates so prospects respond and repost
• Get Personal so you rapidly endear yourself, earn trust and overcome defenses with prospects
• Use the Yin Yang tactic in updates & inmails
• Use the Pulse feature to steal credibility from thought leaders of your target market
• Avoid the Friend zone created by ‘useful’ content
• Use inmails to eliminate objections and competitors
• Send the multiple message types – awareness, good will, pitch, follow up – while building desire and avoiding being “too much”

Company Pages
You will Know How to:
• Write ‘About’ sections that intrigue prospects instead of boring them
• Post updates that build desire
• “FOLLOW UP” with your leads!

www.guruselling.com/egrabber

Only
$399
Problem #4

Email / Phone from LinkedIn
Find Decision Maker of Any Company

Li Profile

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.

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

How Append email & Phone works?

Account-Researcher Pricing

CEO or CTO

2nd Degree

Cloud or Virtualization

Julius Foster
Chief Technology Officer at Hooked Media Group
San Francisco Bay Area · Information Technology and Services
500+ connections · 18 recommendations

3rd Degree

Jason Pollock
Chief Technology Officer at WellnessFX
San Francisco Bay Area · Biotechnology
500+ connections · 42 recommendations

Fellow Group Member

BACK HOME NEXT
Find Decision Maker of Any Company

Find Email / Phone of LinkedIn / others..

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Find Email / Phone of LinkedIn / others...

Find Decision Maker of Any Company

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

How Append email & Phone works?

Account-Researcher Pricing

Find e-mail & Phone

Results Found

Relevant Email IDs:

- brooke.caddell@networkerstelco.com

E-mails from the domain networkerstelco.com

E-mail(s) with Pattern: Fg@networkerstelco.com (20)
- alicia@networkerstelco.com
- jessica@networkerstelco.com
- lance.lif@networkerstelco.com
- lisa.selig2@networkerstelco.com
- lisa.quisen@networkerstelco.com

and 15 more

E-mail(s) with Pattern: Fg@networkerstelco.com (2)
- jacey@networkerstelco.com
- jessica@networkerstelco.com

E-mail(s) with Pattern: FIL@networkerstelco.com (2)
- jacey@networkerstelco.com
- phumaz@networkerstelco.com

Other E-mails: (6)
- support@networkerstelco.com
- sales@networkerstelco.com
- sales@networkerstelco.com

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<td>Found</td>
<td>★★★★★ (5 of 5)</td>
</tr>
</tbody>
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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

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

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Original Assignee
Chandra Bodapati, Fatema Mansoor, Mukadam, Noil Gurusilal
Export Citation
BIBTeX, EndNote, RefMan
Patent Citations (13), Referenced by (1), Classifications (11), Legal Events (1)
External Links: USPTO, USPTO Assignment, Espacenet
Find Decision Maker of Any Company

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.

How Append email & Phone works?

Account-Researcher Pricing
Other Sources

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How Append email & Phone works?

Account-Researcher Pricing

Find Decision Maker of Any Company

Find Email / Phone of LinkedIn / others.

Other Sources

Find Missing

Todd Cullen
Sr. Vice President Consumer Insights and Analytics
Bridgevine

Missing Email
Missing Phone
Missing Address
Missing Other Info

Full Business Card

Todd Cullen
Sr Vice President Consumer Insight and Analytics
Bridgevine
Vero Beach, FL, USA
www.brigdevine.com
todd.cullen@brigdevine.com
E-mail Direct Phone
1-770-569-7899

Salesforce
Leads in emails
Missing fields in CRM

Outlook
Tradeshow lists

swiftpage act!
News / Press Releases

Excel 2013
Anywhere…

Google news
Problem #5

Finding Decision Makers FAST!
Find Email / Phone of LinkedIn / others.

Find Decision Maker of Any Company

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

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Find Email / Phone of LinkedIn / others.

Find Decision Maker of Any Company

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

Need Decision Maker

Click to input Company Name

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Account-Researcher Summary

✓ Grab any LinkedIn Profile & Append E-Mail/Phone.
✓ Find Decision Makers At All Levels in B2B & B2C Companies.
✓ Get Insightful Prospect Information, Conversation Initiators.
Offer: Fully Functional 7 Day Trial

We will be sending you:

• Trial Download Link
• Fully Functional 7 Day Trial

We’d love to hear from you

• rich@egrabber.com

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

@erikluhrs  #egrabberwebinar
Find Email / Phone of LinkedIn / others.. Find Decision Maker of Any Company

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

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Q & A Session

Join community for continuous learning

facebook.com/AccountResearcher

Today’s webinar #Hashtag

#egrabberwebinar

Website: www.egrabber.com/ar

@erikluhrs  #egrabberwebinar
Thank You !!!