

eGrabber & The GURUS Selling System

Present

The 3 Steps to Create High Response Lead Generation Messages



Speakers Profile

Speaker



Erik Luhrs

The GURUS Selling System,
The Bruce Lee of Sales

Speaker



Clinton Rozario

Product Manager | Software Architect
eGrabber Inc.

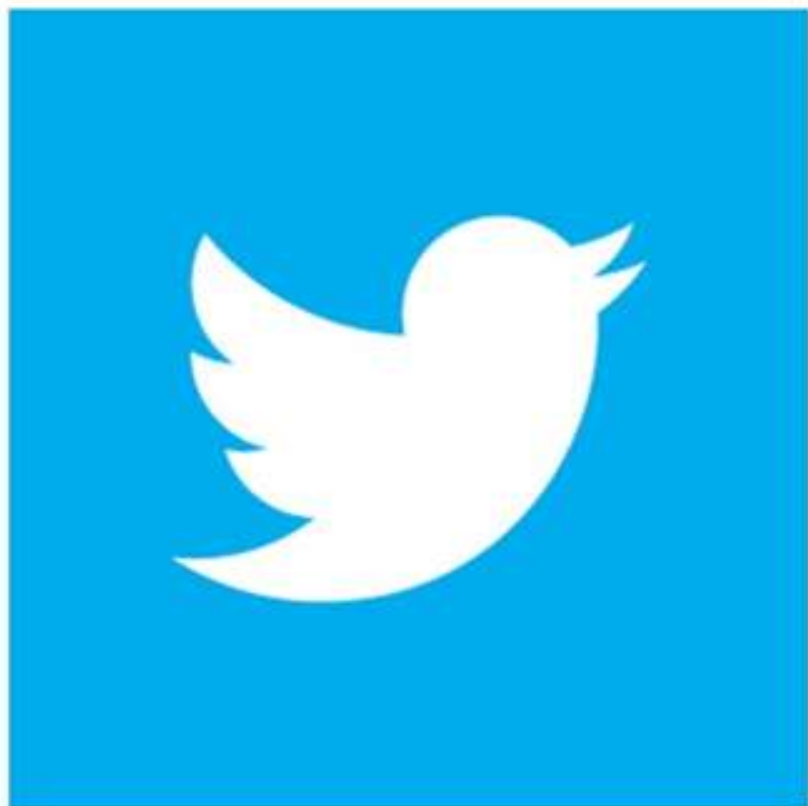
Moderator



Rich Kumar

Customer Success Manager
eGrabber Inc.

Follow Us On Twitter!



Erik Luhrs - @erikluhrs

Clinton - @clintonrozario

Tweet your questions
/comments with
@egrabber

Where are all the
“qualified” leads?

How can I connect
with those
qualified leads?

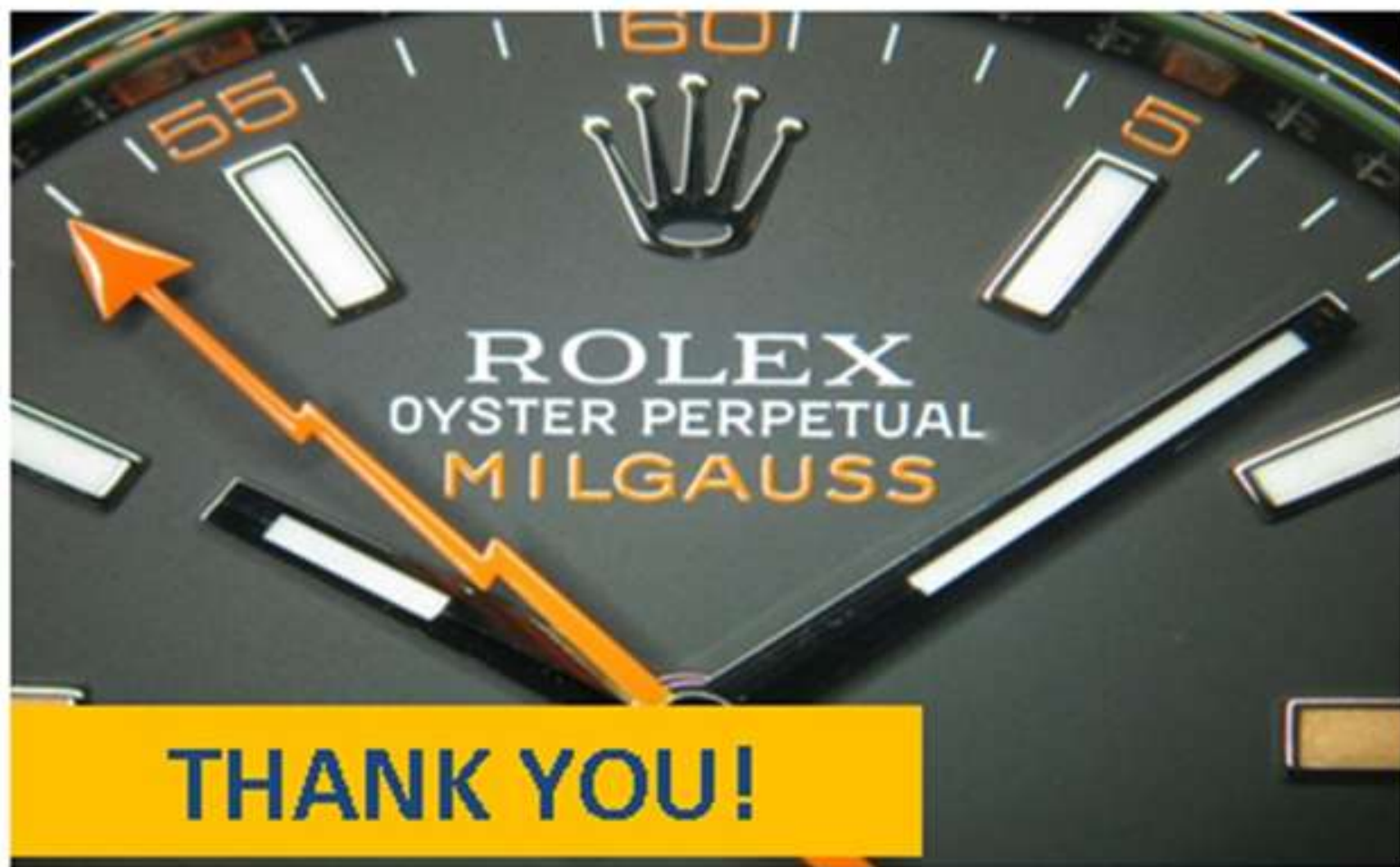
How can I get
those qualified
leads to contact
me?





The 3 Steps to Create High Response Lead Generation Messages







1 – Why no one cares to hear about what you do or sell!

2 – How one word can be the difference between no sales and a ton of sales

3 – The one tweak you can make immediately to get prospects calling right now!

4 - How to go further

Let's Test Your Knowledge of Lead Generation

- What is the smallest piece of your overall lead generation efforts?
- What is the purpose of a lead generation message?
- What has to happen for a lead generation message to be effective?
- **The Lead Generation Message**
- **To get leads to contact you**
- **Get attention, Be observed to the end, Create a desired response**



No one cares what you sell

- They care about what
they care about

You are sending your
message into the "I
already know what that is
and I don't need it" box in
their brain

Worse – Your message is
totally ignored

C #1 = Context

C #1 = Context

We must establish MEANINGFUL Context

Context = *The parts of a discourse that surround a word or passage and can throw light on its meaning*

We Want Somatic Impact

“Body Impact”. Their body responds to your message headline/opening.

How many



do you have?

We Want Somatic Impact

“Body Impact”. Their body responds to your message headline/opening.

How many



do you have?

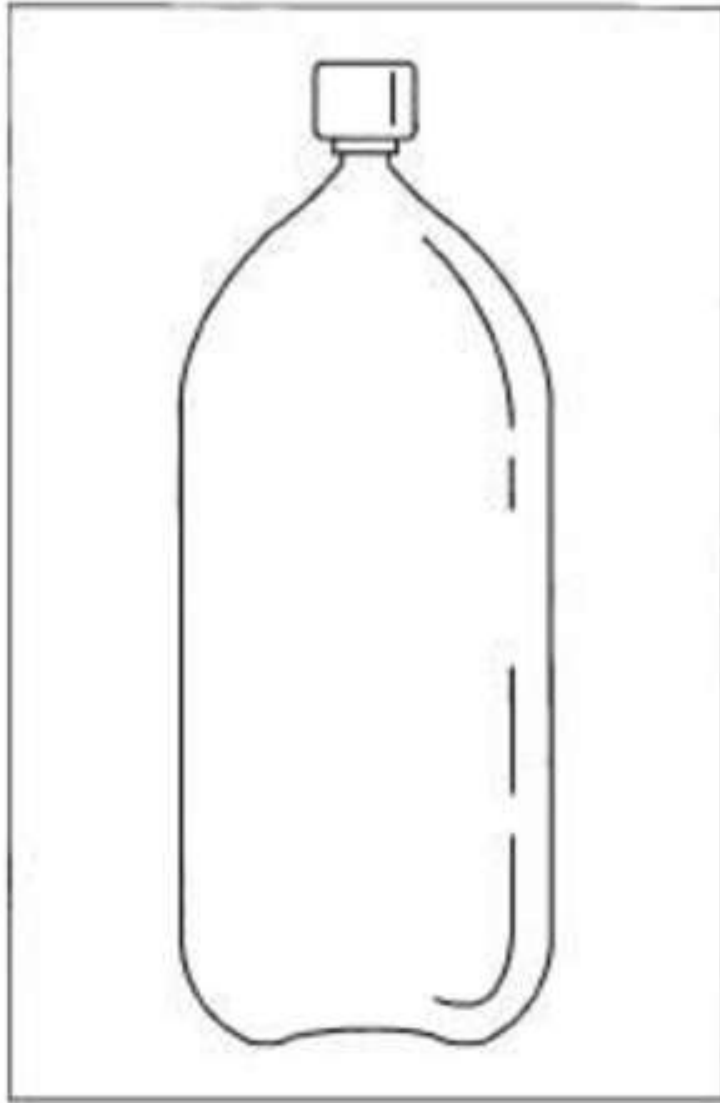
**Enteric
Nervous
System**

- As many neurons and neurotransmitters as in the first brain
- Can learn and remember
- Creates ‘gut feelings’

BENEFITS TO YOU!

- You have their total attention
- They know what you are talking about
- They are in heightened feeling state
- They are already looking for resolution

PROOF



C #2



- Confusion because it usually does not flow from the headline
- Looks long and people think they will look at it later, but don't
- Prospect loses interest and signs off

The REAL Problem

You may have captured their attention with your opening, but then you instantly let go of it.

C #2 = Content

We must have LOGICAL progression of Content

Content = *The presentation of information for a purpose to an audience through a medium*

BENEFITS TO YOU!

- Keep their attention to end
- Build rapport
- Build credibility
- Deliver them to the 3rd "C" (get to that next)

C #3

The flow is broken
because they have been
receiving & learning up to
now

Now they don't know
what is coming

**People are inherently
resistant to action**

Subconscious is looking to
break away

Why should I?



The REAL Problem

You dropped the ball when
it matters most.

C #3 = Call To Action

We must have a DESIRABLE Call To Action

Call To Action = *Words that urge the viewer of a lead generation message to take an immediate action*

BENEFITS TO YOU!

- Immediate desire
- More likely to act
- More leads in pipeline
- Differentiator

Summary

- Make sure your message opening sets a Context for the prospect
- Make sure your message Content guides the prospect logically
- Make sure your CTA creates desire in the prospect

What's better than InMail?

E-Mail

LI Profile

Find Email / Phone
of LinkedIn / others...

LinkedIn Account Type: Basic | Upgrade

Home Profile Contacts Groups Jobs Inbox Companies News More

Keywords: Cloud OR Virtualization 852 results

First Name: Last Name: Title: CEO OR CTO Company: School: Location: Located in or near: Country: United States Postal Code: 95070 Within: 100 mi (160 km)

Marc Rochman 2nd Degree
CEO-Founder at Ojempu
1 shared connection

Julius Foster 3rd Degree
Chief Technology Officer at Hooked Media Group
500+ connections · 12 recommendations

Jason Pollock Fellow Group Member
Chief Technology Officer at WellnessFX
500+ connections · 42 recommendations

- Missing Email
- Missing Phone
- Missing Name
- Will they 'I-Don't-Know' my request?

- [How Append email & Phone works?](#)
- [Account-Researcher Pricing](#)

LI Profile

Find Email / Phone
of LinkedIn / others...



✓ Email

✓ Phone

✓ Social links

Find Email / Phone
of LinkedIn / others...



Chris Sterbenc

VP of Sales / Channel Chief at **FreedomVoice**

San Francisco Bay Area | Computer Software

Current: FreedomVoice, Vorstack Corporation
 Previous: Sales & Channel Consulting, Axcient, Untangle, Inc.
 Education: University of California, Santa Cruz

Connect

Send Chris InMail



eGrabber Account-Researcher

New Grid Find Transfer Browser On More

Contact Company Research Notes

Chris Sterbenc at FreedomVoice

Favorites

New | Paste | Find-Missing | Copy | Transfer | Add/Hide

Business Card

Chris Sterbenc
Vice President Of Sales

FreedomVoice

www.freedomvoice.com
chris@freedomvoice.com

1-760-479-2050 Direct
1-800-477-1477 Main

Edit Q C

Full Name

Chris Sterbenc

Company

FreedomVoice

Business Email

chris@freedomvoice.com

Job Title

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

Find Email / Phone
of LinkedIn / others...



Phillip Dunkelberger

President & CEO at Nok Nok Labs

San Francisco Bay Area Computer Software

Current Nok Nok Labs, United States Track and Field Foundation, Inc.

Previous TechAmerica, Crossbeam Systems, Symantec

Education Westmont College

Connect

Send Phillip InMail

eGrabber Account-Researcher

New Grid Find Transfer Browser On More

Contact Company Research Notes

Phillip Dunkelberger at Nok Nok Labs

Favorites

New Paste Find-Missing Copy Transfer Add/Hide

Business Card

Phillip Dunkelberger

President & CEO

Nok Nok Labs

Palo Alto, CA 94303, USA

www.noknok.com

phillip@noknok.com

1-650-433-1300 [PST] Main

Edit Q C

Full Name

Phillip Dunkelberger

Company

Nok Nok Labs

Business Email

phillip@noknok.com

Job Title

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

Find Email / Phone
of LinkedIn / others...



Kevin North
President & CEO at Terapeak
San Francisco Bay Area | Computer Software

Previous IHS, Dyadem International (acquired by IHS Inc. - N
Education Carleton University

[Connect](#) [Send Kevin InMail](#)

eGrabber Account-Researcher

New Grid Find Transfer Browser On More

Contact Company Research Notes

Kevin North at Terapeak

Favorites

Kevin North

Terapeak
www.terapeak.com
kevin@terapeak.com

Full Name
Kevin North

Company
Terapeak

Business Email
kevin@terapeak.com

Fn@terapeak.com (4)
chris@terapeak.com
christina@terapeak.com
denise@terapeak.com
jord@terapeak.com
Fn:Ln@terapeak.com (1)

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

Sources

Found Email

Projected Email

Accuracy

Patent

Find Email / Phone
of LinkedIn / others...

- [How Append email & Phone works?](#)
- [Account-Researcher Pricing](#)



First Name	Last Name	Company	Email	Email Status	Email Rating
Jay	Gaines	SiriusDecisions	jgaines@siriusdecisions.com	Found [jgaines@siriusdecis...	**** (4 of 5)
Brooke	Caddell	Networkers Tele...	brooke.caddell@networkerstelco..	Projected [bcaddell@netw...	*** (3 of 5)
Sridhar	Ramanathan	Aventi Group LLC	sramanathan@aventigroup.com	Projected [sramanathan@a...	** (2 of 5)
Brian	Carroll	MECLABS	brian.carroll@meclabs.com	Found [brian.carroll@mecl...	***** (5 of 5)
Bill	Forster	Maine Pointe LLC	william.forster@mainepointe.com	Found [william.forster@ma...	***** (5 of 5)

Sources

Found Email

Projected Email

Accuracy

Patent

Find Email / Phone
of LinkedIn / others...

- [How Append email & Phone works?](#)
- [Account-Researcher Pricing](#)

Live Forum (click to view)
Sales Enablement

At these quarterly executive advisory sessions, you can learn from the experts.
aburton@siriusdecisions.com

SIRIUSDECISIONS
Thank you
Jay Gaines
Research Director
SiriusDecisions, Inc.
Tel: (201) 985-4048
jgaines@siriusdecisions.com

U.S. Industry Business Directory - Biz Dir Lib
Maine Pointe, L.L.C. - Printing Publishers
Contact Name:
Mr. William E. Forster
Contact Title:
EVP
Phone:
617-273-8450 [+1-617-273-8450]
Fax:
617-273-8001 [+1-617-273-8001]
Website:
www.maineptel.com
Email:
william.forster@maineptune.com

DC Comics' Joel Ehrlich on Promotional Partnerships with Batman...
Sherpa Sponsorship Opportunities. Contact: Brian Carroll, Executive Director (651) 255-7640 brian.carroll@meclabs.com
www.sherpa.com/articles/138,140,141,142,143,144&name=...

Case Studies, How-To and Articles | MarketingSherpa
Join 237,000 weekly readers and receive practical marketing advice for FREE.
www.contentbiz.com/related_articles.html?topic=12&cat=138,140,141,142,143,144&name=...

Special Report: Online Strategies from Real Estate Marketers...
Sherpa Sponsorship Opportunities. Contact: Brian Carroll, Executive Director (651) 255-7640 brian.carroll@meclabs.com
www.sherpa.com/articles/138,140,141,142,143,144&name=...

DC Comics' Joel Ehrlich on Promotional Partnerships with Batman...

Find e-mail & Phone

First Name	Last Name	Company	Email	Email Status	Email Rating
Jay	Gaines	SiriusDecisions	jgaines@siriusdecisions.com	Found [jgaines@siriusdecis...	**** (4 of 5)
Brooke	Caddell	Networkers Tele...	brooke.caddell@networkerstelco..	Projected [bcaddell@netw...	*** (3 of 5)
Sridhar	Ramanathan	Aventi Group LLC	sramanathan@aventigroup.com	Projected [sramanathan@a...	** (2 of 5)
Brian	Carroll	MECLABS	brian.carroll@meclabs.com	Found [brian.carroll@mecl...	***** (5 of 5)
Bill	Forster	Maine Pointe LLC	william.forster@maineptune.com	Found [william.forster@ma...	***** (5 of 5)

Sources

Found Email

Projected Email

Accuracy

Patent

Find Email / Phone
of LinkedIn / others...

- [How Append email & Phone works?](#)
- [Account-Researcher Pricing](#)

Results Found

Relevant E-mail IDs

Designated E-mail(s) as:

☒ brooke.caddell@networkerstelco.com

★★★★☆

E-mails from the domain networkerstelco.com

E-mails found - 30

E-mail(s) with Pattern: Fn.Ln@networkerstelco.com (20)

☐ eric.perez@networkerstelco.com
☐ jesse.irmenez@networkerstelco.com
☐ lance.lottin@networkerstelco.com
☐ luis.quiroz@networkerstelco.com
☐ pascal.queira@networkerstelco.com
 and 15 more

E-mail(s) with Pattern: Fn@networkerstelco.com (2)

☐ garcia@networkerstelco.com
☐ jessica@networkerstelco.com

E-mail(s) with Pattern: FiLn@networkerstelco.com (2)

☐ jcarlos@networkerstelco.com
☐ phuanz@networkerstelco.com

Other E-mails: (6)

☐ support@networkerstelco.com
☐ ceo@networkerstelco.com
☐ sales@networkerstelco.com

Email list

Find
e-mail & Phone

First Name	Last Name	Company	Email	Email Status	Email Rating
Jay	Gaines	SiriusDecisions	jgaines@siriusdecisions.com	Found [jgaines@siriusdecis...	**** (4 of 5)
Brooke	Caddell	Networkers Tele...	brooke.caddell@networkerstelco...	Projected [bcaddell@netw...	*** (3 of 5)
Sridhar	Ramanathan	Aventi Group LLC	sramanathan@aventigroup.com	Projected [sramanathan@a...	** (2 of 5)
Brian	Carroll	MECLABS	brian.carroll@meclabs.com	Found [brian.carroll@mecl...	***** (5 of 5)
Bill	Forster	Maine Pointe LLC	william.forster@mainepointe.com	Found [william.forster@ma...	***** (5 of 5)

Sources

Found Email

Projected Email

Accuracy

Patent

Find all Information on Public Internet

If Found on the Internet

95%+

Hit Rate

Intelligent Statistical Projection

3x

more accurate than guessing

Find Email / Phone
of LinkedIn / others...

- [How Append email & Phone works?](#)
- [Account-Researcher Pricing](#)

Sources

Found Email

Projected Email

Accuracy

Patent

Find Email / Phone
of LinkedIn / others...

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?](#)
- [Account-Researcher Pricing](#)

LI Profile

Find Email / Phone
of LinkedIn / others...

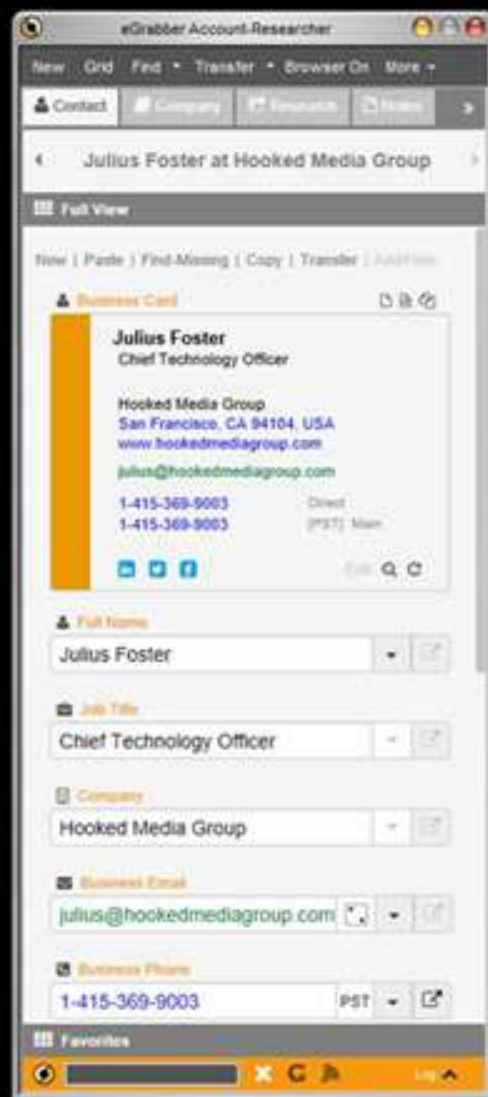


Click
Account-Researcher

- [How Append email & Phone works?](#)
- [Account-Researcher Pricing](#)

Transfer to

Find Email / Phone
of LinkedIn / others...



Transfers To

 Excel 2013

Excel 2013



Salesforce.com



Outlook 2013



ACT! 2013



PCRecruiter.com



CSV format ...

- [How Append email & Phone works?](#)
- [Account-Researcher Pricing](#)

Training after purchase



Rich Kumar

Customer Success Manager - eGrabber Inc

rich@egrabber.com

Phone # :- 408-516-4566

Thank You !!!

