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

Enjoy Coca-Cola
Trade-mark ®

PEPSI
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
- Missing Email
- Missing Phone
- Missing Name
- Will they ‘I-Don’t-Know’ my request?
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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
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.

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