eGrabber & Enterprise Selling
Present
Techniques to Tailor B2B Prospecting Pipeline and Gain Profit
Speakers Profile

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Prospecting
Pipeline
Profits
A Few Reminders

Prospecting is a highly specialised skill

Pipeline is always correlated to closed deals

Profits are directly correlated to closed deals
Modern sales is about specialisms

Enterprise sales should focus on

• Presentations
• Closed deals
• Referrals
Social media has impacted hugely on sales
57% of the sales process already completed before you get the phone call!

Source Google & CEB 2012
LinkedIn Statistics

- 32% 3rd degree LinkedIn connections convert to appointment - 1st or 2nd degree connections convert 50%! source Vorsight

- Conversion rates from prospect to appointment rise 16.7% doing background research

- Social sellers = better sales reps
- 15% more renewals
- 31% more team quota achieved
- 21% more reps achieving quota
Happened To You?

• Taken a call where the person knows nothing about you, your business, your needs?

• How do you feel at this point??

• If you're selling a high value product?
What's Needed?

- Revised/enhanced lead generation program
- Improve sales rep access to key information
- Revise your sales process?
- Increase sales rep effectiveness – Game readiness - Account intelligence
- Researching Prospects Contributes to Relationship Building
- Improve prospect research
Still Not Convinced?

- Conversion rates from prospect to appointment rise 16.7% doing background research. Source: Vorsight

- 75% senior execs have taken an appointment or attended an event based on an unexpected #sales call or email. Source: DiscoverOrg

- Mention you share a #LinkedIn group - your appointment rate will increase by 70%! Source: Vorsight
Prospecting Is Critical

So Is Background Knowledge!

• LinkedIn
• Twitter
• Facebook
• YouTube
• Google Plus
What Do You Need?

- Business Sector
- News & info on Company
- Position In Company
- Senior Exec Names
  - Email Address
  - Tel number
- Where & What They Are Talking About
- **Social Profile**
- **Patents**
- **Company Website**
- **Financial Documents**
- **Forums, Discussions, Chats**
- **Proprietary Database**

**Sources**
- Internet Membership Directories
- Financial Documents
- White Papers
- Company Website
- Search Engines
- Social Networks
- Forums, Discussions, Chats
- Proprietary Database
- News & Press
- Blogs

**How Append email & Phone works?**

- **Attach Management to Company List**
- **Build A Company List**

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eGrabber Software Requires IBM Compatible PC. This software runs directly on your PC Windows OS & not on the cloud.
How Append email & Phone works?

1. Attach Management To Company List
2. Build A Company List

Find e-mail & Phone

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How Append email & Phone works?

**Find e-mail & Phone**
Find all Information on Public Internet

If Found on the Internet

95%+

Hit Rate

Intelligent Statistical Projection

3x

more accurate than guessing

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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**

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**Publication type**

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**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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Finding Companies

- How Append email & Phone works?

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Finding Decision Makers

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Attach Management To Company List

Build A Company List

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Date/Time To Schedule a Demo:

Write an email to parry@egrabber.com

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  - (Like Community Printer)

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