**Speaker Profiles**

**Richard Nelson**
Founder of Sales Performance.ca  
Developer of “The New Art Of Prospecting”  
Developer of “The Sales Challenge ™”  
Developer of “Momentum! The Sales Game ™”

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Product Manager | Software Architect  
eGrabber Inc.

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Customer Success Manager  
eGrabber Inc.
Questions

Enter Questions (and responses) into this section on your control panel.
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Richard Nelson - @SPerformance
Clinton - @clintonrozario
eGrabber - @eGrabberAR

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The One Thing Holding Back Your Sales?

• A Large Growing PROSPECT list
Let’s do a Quick Poll

• Regarding Your Current Prospect Contact List (Not customer list)
Looking Back: New Technology Created A Massive Shift In Buyer Behavior

• Between 1990 and 2000 both Voice Mail and the World Wide Web became universal.
Does This Mean That The Role Of Sales People Is Obsolete?

No, not at all.

However, the expectation that your outside sales force will bring in a constant stream of new accounts most likely is.
Cold Calling is Dead

Key Technologies

- For Lead Gen Today

Access to data

- resulting in a large & ever growing contact list

Engagement Marketing

- System of marketing communication + good offers
Today Executives Don’t Answer the Phone

- and don’t return calls to unknown people
Buyers Will Talk When the Time is Right; for THEM!
For Most It Is This...

1. More Opportunities
   - 80% ~ More Leads & Inquiries

2. Better Conversion Rate
   - 20% ~ Better conversion Inquiry to Deal

Drives $$
Most Sales Reps Hit The Wall!

- When Circle of Influence or Sphere is exhausted...
- When the rolodex has been tapped...

They need to know how to find new prospects

Yesterday’s methods no longer work
Components of a Lead Generation Program

- Automated e-mail Platform
- High Functioning Website
- Social CRM
- Research Tools
- LinkedIn / Social Media

Large Growing Prospect List

Inquiries for YOU!

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A Growing and Intelligent List Is The Foundation To a Lead Generation Program

• But where do you get the contact data and some intelligence?
List Segmentation Is Key To Your List’s Success

**EMAIL LIST SEGMENTATION RESULTS.**

- Increased Open Rates: 39%
- Greater Email Relevance: 34%
- Lower Opt-Out/Unsubscribe Rates: 28%
- Greater Revenue: 24%
- Increased Sales Leads: 24%
- Better Deliverability: 24%
- Greater Customer Retention: 21%
- Greater No. of Transactions: 18%
- Lower Spam Complaints: 15%
- Greater Customer Acquisition: 15%
- Improved Word-of-Mouth: 14%
- Other: 4%

Source: Lyns, Inc.
Level 1 List Intelligence: Segment Your List

- Geography
- Industry
- Job Title (or Role)
- Behavior
Actual Sample Profile Looks Like This:

• Sample a new freelance bookkeeper found the following in her research:
  • Geography: Toronto West to Oakville
  • Industry: Small trucking firms
  • Size: 1 to 10 employees
  • President or Owner Operator Drivers

• Key Trigger: (found from conversations)
  • Normal business hours for admin duties, cost them money and are inconvenient
Where Does This “Intelligent” Data Come From?

- Inbound Marketing
  - What content have prospects downloaded previously from your offers?

- Paid Services Like Hoovers, Jigsaw, Sales Genie etc.
  - These are never ending costs...

- Account-Researcher by e-grabber
How much is this intelligence worth to you?
Find Decision Maker of Any Company

Find Email / Phone of Social Profile / others...

How Append email & Phone works?

Account-Researcher Demo

Prospects Social Profile Are:

- Missing Email
- Missing Full Name
- Missing Phone
- Missing other Social Media links

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

eGrabber Software Requires IBM Compatible PC. This software runs directly on your PC Windows OS & not on the cloud.
1. How Account-Researcher Can Help You Reach the Right People with the Right Information
Find Decision Maker of Any Company

Find Email / Phone of Social Profile / others...

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

Social Profiles

Chief Technology Officer

Adam Peterson
CEO. VipeCloud - The Future of Business Video
San Francisco Bay Area. Internet

Julius F.
Chief Technology Officer at Hooked Media Group
San Francisco Bay Area. Information Technologies

Dave H.
Chief Technology Officer at WellnessFX
San Francisco Bay Area. Biotechnology

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### Internet Sources

- **Find Email / Phone of Social Profile / others..**
- **Find Decision Maker of Any Company**

#### How Append email & Phone works?
- **Account-Researcher Demo**

### Find e-mail & Phone

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Company</th>
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<th>Rating</th>
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</tr>
</tbody>
</table>
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eGrabber Software Requires IBM Compatible PC. This software runs directly on your PC Windows OS & not on the cloud.
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 Social Profile/ others...

Find Decision Maker of Any Company

How Append email & Phone works?

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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 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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Application number US 12/479,891
Publication date Jul 23, 2013
Filing date Jun 5, 2009
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Inventors
Chandra Bodapati, Fatema Mansoor Mukadam, Noil Gunasekhar
Original Assignee
Chandra Bodapati, Fatema Mansoor Mukadam, Noil Gunasekhar
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

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Transfers To

Find Decision Maker of Any Company

Find Email / Phone of Social Profile / others..

Transfers To Excel 2013

PCRecruiter.com

Outlook 2013

ACT! 2013

MS Dynamics CRM Online

CSV format …

• How Append email & Phone works?
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Find Email / Phone of Social Profile/others...

Find Decision Maker of Any Company

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

Need Prospect Names

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

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Write an email to parry@egrabber.com

Date/Time To Schedule a Demo:

- Account-Researcher Demo

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Account-Researcher Summary

- Grab any Online Profile & Append E-Mail/Phone.
- Find Decision Makers In Any Company At All Levels.
- Get Insightful Prospect Details, Contact Information and Conversation Initiators for Prospect Engagement.
Cycle 1 Convert Contact Data Into Inquiry

- Direct Mail To A Segment
- Matched Content Offer
- Offer to Landing Page
- They “Opt In” at the LP
Cycle 1 Convert Contact Data Into Inquiry

- Direct Mail To A Segment
- Matched Content Offer
- Prospect Opts In
- Into Digital Content Offer
- Deliver Through an Auto Responder

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Cycle 1 Convert Contact Data Into Inquiry

Direct Mail To A Segment

Matched Content Offer

Prospect Opt In

Into Digital Content Offer and it’s fulfilled.

Email Responders Offer 2

Invite New Prospects to Webinar | Event | Phone Call

Use an automated email program to send after 1 – 2 days.
Cycle 1 Convert Contact Data Into Inquiry

1. Direct Mail To A Segment
   - Matched Content Offer
   - Prospect Opt Into Digital Content Offer

2. Email Responders Offer 2
   - Webinar | Event | Free Trial

3. Start Sales Process
   - Invite Offer 2
   - Conversions to Make Direct Contact

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Cycle 1 Summary

Direct Mail To A Segment

Matched Content Offer

Prospect Opts

Into Digital Content Offer

Email Responders Offer 2

Webinar | Event | Free Trial

Start Sales Process

Invite Offer 2 conversions into your sales process
Cycle 2: Engage Responders Via Email

Email Segment Targeted Offer

White Paper/Article/Tool

Example: We are a Resale Partner with Hubspot.

- They send me something 15 times per month.
- They educate, they inform, they entertain, they give useful tools
- I never mind the volume of emails because they are relevant to my work.
Cycle 2: Engage Responders Via Email

Email Segment Targeted Offer

White Paper/Article/Tool

Auto Reply to Conversions

Anyone Who Clicks Your Offer, set up a delayed auto campaign with another Webinar | Event Or Special Offer
Cycle 2: Engage Responders Via Email

- Email Segment Targeted Offer
  - White Paper/Article/Tool
- Auto Reply to Conversions
  - With Webinar / Event or Special Offer
- Post Webinar Contact
  - Proceed To Sales Process by inviting direct contact
Cycle 2: Engage Responders Via Email

Email Segment Targeted Offer

White Paper/Article/Tool

Auto Reply

With Webinar / Event Offer

Post Webinar Contact

Proceed To Sales Process
• Remember Our Bookkeeper?
• Her Laser Beam Offer Sent to Owners of Small Transport Companies:
  • Bookkeeper looking for her next ideal client in Toronto West.
    • I specialize in working with Small transport firms with 20 or fewer employees.
    • Flexible hours to meet you on weekends or evenings.
    • You do the driving and we’ll keep track of your sales, costs and profit.
    • My client’s report that my cost and tax savings pay for my fees.
• CTA:
  • Let’s meet to see how I can take some of the work off your plate and save you money.
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We’d love to hear from you

• parry@egrabber.com

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Thank You !!!