eGrabber & Telesales University Presents
Engaging Professionals on LinkedIn® to Build Business Relationships
Speaker Profiles

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eGrabber - @eGrabberAR

Tweet your questions/comments with #eGrabberWebinar

...Webinar will start in a few minutes...
In this webinar I’m going to show you…

- A few things that will make your prospecting easier.
- Some tips for making your profile do some of the work of bringing you clients
- A few ideas on how to help others engage you
- Some secrets to finding “your” prospects
- How to create compelling invitations
- How to leverage the groups and their discussion boards to get business
Please Stay Till the End

• At the end of the session I’ll provide…
  – Information on how to get the slide deck
  – Information on how to get a great LinkedIn tips letter
  – How to get more information on what you learned here today
Do you hate cold calls?

• LinkedIn is one way you can eliminate cold-calls*
• Marketing is another excellent way to eliminate cold calling
But, there’s a difference…

• *Every time you call someone that doesn’t know you, it’s a cold call

Let’s look at the differences…
LinkedIn Versus Marketing

• Marketing generates and interest in your solutions and brings the prospect to you
  – But, doesn’t build a relationship with you

• LinkedIn *can* build a relationship with the prospect
  – But, doesn’t build and interest in your solution

• Both can aid you engaging prospects
Tips For Engaging Prospects on LinkedIn

1. Marketize your profile and put “engagement” mechanisms on your website
2. Make it easy for others to engage you
3. Some prospect finding secrets
4. Be creative in your invite strategies
5. How to leverage the group discussions
“Marketize” your profile and put “engagement” mechanisms on your website

• Talk about what you produce for clients
• Give information that has immediate value
• Provide small pieces or summaries of the value and offer the rest at your website
• Have a call to action
• And don’t forget you can put links, they just won’t be live
• Talk about what you produce for clients…

From my Recommendations…
• In the last 3 months we have had hundreds conversations with CFOs to generate appointments for our service. Of those calls we were able to generate about 50 appointments.

Since Flyn started working with us in January our closing ratio for getting appointments has increased 96.7%....
• Give information that has immediate value

Background

Summary

The world's leading authority on the development of internally driven sales training systems that help manage and tune the sales process.

► Please connect, see the “Advice for Contacting” section for “how to” details.

► Things You Should Know If You Care About Sales Performance

✔ Success in general

If you follow the masses, you will get the results the masses get: AVERAGE. And “Average” tends to be a long way from what is easily.

It is obvious that the top 5% aren’t doing what most are doing.

For the best success, avoid what the masses are doing.

✔ Sales training facts

Surveys of dozens of sales executives reveal few trainings produce an ROI.
• Have a call to action…
   From the bottom of my profile…

   “Want to learn more about developing high-performance groups?
   Go to: www.penoyer.com/article
   Would you like some free resources that can help?
   Go to: tinyurl.com/mgr-free-resource”
Make it Easy for Others to Engage You

- Let people know you seek connections and that you don’t IDK
- Tell people in your profile how to get a hold of you
- Consider posting to the “open networking” groups
- People act on impulse, don’t make it difficult to find your phone number.
Some Prospect Finding Secrets

• Set up a “saved search” and the system will send you updates of new people it finds
• Search by zip codes and small geographic areas to maximize the number of people you can find
• Use Google to find titles based on other employess
Some Prospect Finding Secrets

• Use Google to find titles based on other employees
  – Find a company employee
  – Copy everything after the “at”
    Consultant at LSC Consulting, Ltd.
  – Insert title you seek and search…
    Director of Sales at LSC Consulting, Ltd.
  – Leverage the “Who’s viewed” as many key people will show up there
Be Creative in Your Invite Strategies

• You can send notes to people in the groups to which you belong
  – The best exchange is in their questions
  – But responding to their comments works too
• It is better to send a note with a case for connecting than use the LinkedIn invite system
  – Make sure you provide everything they need to connect and offer to invite them.
Sample Invite

• Dear John Doe
  I had noticed your post in XYZ group and saw your profile. I would be very interested in connecting as we are both in the building industry.
  Please feel free to ignore my invitation if you wish.

Regards,

Sue
Indirect Invite

• Using existing connections that are connected to people you wish to connect to is a great strategy for sending invites.

• You can send them a note like the above and ask them if they’d forward it to your prospect connection. They can do so by using “Send a message.”

• Make sure you provide all links and info so this is effortless for them to execute.
How to Leverage the Group Discussions

• I constantly get business through LinkedIn
  – Recent examples… (I’m leaving the names out.)
    • Client 1 – asked for training recommendations
    • Prospect 1 – response re training method in group discussion
    • Prospect 2 – asked for training recommendations
Secrets for Discussions

• NEVER “sell” in the public forum, even if they ask!
• Provide valuable data that will take them forward in their efforts
• Offer additional info in a private note, provide value first then offer to chat or provide more detail
• Always say …I can likely point you to…
Goodies

• You may get the slide deck by simply sending me a note. 
  
  flyn@penoyer.com

  I would appreciate it if you would give me your feedback on the webinar with your request.

• If you want some very powerful info on using LinkedIn go here:

  http://tinyurl.com/FlynSLITips
Goodies

• You may also visit my (inactive) Linkedin resource website…
  www.OnlineBusinessNetworker.com

• Live Coaching Sessions
  If there is enough interest I am open to running a coaching session for a limited number of people. It would be 3 hours of personal help over 3 sessions. $97
  Send me a note – Flyn@penoyer.com
How Account-Researcher Can Help You Reach The Right People On LinkedIn®
Find Email / Phone of LinkedIn / others.

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

• Missing Email
• Missing Phone
• NO 2nd chance at InMail / Connect
• Will he ignore?
• Will he ‘I-Don’t-Know’ my request?
Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
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Find Email / Phone of LinkedIn / others..

• How Append email & Phone works?
• Account-Researcher Pricing
Find Email / Phone of LinkedIn / others.

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

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Kevin North

Company
Terapeak

Business Email
kevin@terapeak.com

Disclaimer: This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy & paste.
Find Email / Phone of LinkedIn / others..

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

Disclaimer: This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy/paste.
If Found on the Internet

95%+ Hit Rate

Intelligent Statistical Projection

3x more accurate than guessing
# 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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Find Email / Phone of LinkedIn / others...

How Append email & Phone works?

Account-Researcher Pricing

Transfer To

- Excel 2013
- Salesforce.com
- Outlook 2013
- ACT! 2013
- PCRecruiter.com
- CSV format...

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

Great for 7,000+ eMails / year

PAY PER EMAIL  FLAT FEE!!
BONUS!! Message LinkedIn Members FREE! Save InMail!

Your 2nd Degree Connections & Fellow Group Members
2nd BONUS!!  Find Decision Makers in Target Accounts

Enter Company Name

Finds Decision Maker List!

http://www.exacttarget.com
Value Package!!!

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$1,195 / year
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$1,195 / year
Schedule a Personalized Demo

Write an email to
rich@egrabber.com
15 minute demo?

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