eGrabber and Tim Wackel

Present

Stop Pitching, Start Solving - Helping Customers Discover What They Really Want!
Speaker Profiles

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Questions

Enter Questions (and responses) into this section on your control panel.
What you will learn?

• Find and connect to the right prospects on LinkedIn
• Recognize and control the urge to pitch prematurely
• Ask thought provoking (NOT mind numbing!) questions
• Communicate in a way that makes it easier for prospects to tell you the truth
• Ask the "hard" questions in an "easy" way
• Kick your "hopeium" addiction
• Develop your own library of over 50 high impact questions
Find and connect to the right prospects on LinkedIn

why...

LinkedIn
many 100’s
1 Yes Response

Tele-call

many 100’s
1 Yes Response

Conferences

LinkedIn ...

many 100’s = 1 Yes Response

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200:1
10,000 = 50 Yes!

Third Party Email Service

Tele-call

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Third Party Email Service

List Vendors

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2015
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LinkedIn
Email to Prospects LinkedIn

List Vendors

Tele-call

Conferences

Third Party Email Service

1992
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LinkedIn ... ‘cos it’s EFFECTIVE

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Twitter

LinkedIn

Email to Prospects LinkedIn

Telecall

Conferences

Third Party Email Service

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1998

2004

2007

2010

2015
The Secret = LinkedIn’s Advanced Search
Each Criteria of Search improves Conversion Rates

New Criteria = Better Targeting
Why...?

Why = More Qualified Prospects...
Find and Connect better on LinkedIn

4 Tips
Tip 1: Make Sure you are HYPER-CONNECTED

PROBLEM: Too many “LinkedIn Member” profiles?
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PROBLEM: Too many “LinkedIn Member” profiles?

Solution 1: Connect to LIONs

Dina Harding | LION | 1st
Director of Business Development at Maven Quest® | LION | email: dinaharding1@bms.com | Hiring
Bangor, Maine Area - Management Consulting
• 20 shared connections • Similar

Dené Sarrette | LION | 4K | 1st
Communications Expert
Springfield, Massachusetts Area - Wireless
• 5 shared connections • Similar
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Solution 2: Join LARGE Groups

Jobs
LinkedInGroup2 → #1 LinkedIn Jobs and Career ...
Very Active: 3,446 discussions this month • 1,798,477 members
Similar

Social Media Marketing [Member]
This is the LARGEST and most active social media group on
LinkedIn.com with over 1,000,000 total members as of October ...
Very Active: 4,685 discussions this month • 999,839 members
Similar

LinkedHR (#1 Human Resources Group) [Member]
LinkedHR and its subgroups are the largest community of HR
professionals anywhere on LinkedIn. If you want discussions ...
Active: 20 discussions this month • 967,245 members
Similar
Tip 2: Search LinkedIn through Google

PROBLEM: Hit Commercial Search Limit?
Tip 2: Search LinkedIn through Google (Unlimited)

Tip 3: Other ways around Commercial Search Limit

ALUMNI SEARCH  https://www.linkedin.com/edu/alumni
Tip 3: Other ways around Commercial Search Limit

ALUMNI SEARCH  https://www.linkedin.com/edu/fos
PROBLEM: Prospects not accepting LinkedIn Connections
Tip 4: Unresponsive Prospects?

PROBLEM: Prospects not accepting LinkedIn Connections

SOLUTION: Send email to Business Email inbox too
Tip 4: Unresponsive Prospects?

PROBLEM: Don’t have Business Email Address?

SOLUTION: Try eGrabber eMail-Prospector
Tip 4: Unresponsive Prospects?

**PROBLEM:** Don’t have Business Email Address?

**SOLUTION:** Try eGrabber eMail-Prospector
Why?
Recognize these?

Do you have a budget?

Who is involved in making a decision?

You want to save money, don’t you?

What keeps you up at night?
Quiz

What are 3 great questions everyone inside your organization should be asking customers today?
Keys to success...

- Take great notes....
- Find the 1% ideas
- Confirm existing knowledge
- Desire + Design + Discipline
Principle #1

Prescription before diagnosis is malpractice
“I’d like some time on your calendar to talk about myself, my company and my products.”
“I’m eager to tell you everything I know about my great products and we probably won’t even discuss what you’re really interested in. There’s a good chance I’ll talk for a long time so get ready to be bored out of your mind!”
“Even though you get piles of unsolicited email every day, I wanted to call and see if you read the stuff that I sent you.”
Why?

✓ We understand our “stuff”
✓ Countless hours of “sales” training
✓ Haven’t prepared for anything else
What Happens?

✓ Prospect doesn’t engage
✓ Generic positioning
✓ Premature focus on the obvious!
✓ Missed opportunity =( 
“If I can save you some money would you be interested in moving forward?”
Obstacles?

Look uncertain
Not enough time
Asking isn’t selling
LACK OF TRAINING!
What are some thought provoking question everyone in your organization should be asking today?
“I sell _______ and there are lots of options out there. How in the world does someone in a position like you choose?”
“There are always risks and uncertainties with projects like this... why not just leave things as they are?”
“Some clients have a tough time calculating a reasonable number for a project like this. Tell me a little bit about how you guys came up with your budget.”
“At the end of the day, what’s going to be the biggest difference between the 1 rep that will win your business and the 3 others that don’t?”
Sales Tip

Be curious!
Describe what the ‘perfect’ solution looks like.
What role would we play in the decision making process?
Tell me about the criteria you will use in evaluation.
What are the critical factors that you are looking for?
What would it take for us to earn your business?
Describe some of your best existing vendor relationships.
What did the vendor do in order to make it a great relationship?
What types of factors would influence your purchasing decision?
What does the purchasing process look like?
Who else is involved in the decision?
Who has the most influence and why?
Describe where this falls on your priority list.
How are others in your industry solving these issues?
What happens if you do nothing?
Tell me about the results that you are expecting to achieve.
Tell me about other projects you’ve implemented.
Why did you contact us?
What part of these projects do you personally enjoy tackling?
What part of these projects do you dread?
What makes a product or vendor a good technical fit?
How do you plan on measuring these?
Tell me about how familiar you are with my company.
How do you think we can solve the problem?
What would prevent us from doing business together?
Tell me about the other stakeholders.
Who has the final authority to make this happen?
Whose priority is it to solve these issues?
Who benefits the most from a successful implementation?
What companies do you believe can deliver on this project?
Tell me about other ideas that you believe are viable solutions.
What are you hearing from other people in the industry?
Who do you perceive to be the market leader?
Have you had any experience with my organization?
Who appears to be the right fit knowing what you know today?
Walk me through the time frame for this project.
Describe the steps necessary to ensure a successful deployment.
Sales Tip

Assumption is the mother of all mistakes!
Barney?
Meaning?

Priority
Solution
Proposal
Urgent
Budget
Discount
Value
Presentation
Critical
Approved
Set the Tone!

“I do business with a lot of companies and I’m proud of my work, but that doesn’t mean I going to be right for you...
At the end of the day, I need to learn more about your situation before we can determine if this is a good fit...
Before I launch into how great my existing customers think I am, would it be OK if I asked you a few important questions?”
Principle #3

Kick the hopeium habit!
Would you like me to go ahead and put together a proposal?
Would you like me to go ahead and put together a proposal?

I sense that putting together a proposal is still premature. What are your thoughts?
Are we still on track to get the agreement signed this month?
Are we still on track to get the agreement signed this month?

It looks like we’re not going to get a signed agreement this month. Can you help me understand what I should have done differently?
Is this a good time to talk?

Is this a bad time to talk?
Hopieum habit...

Look for positive responses

Are biased by what you “hope” to hear

Make it difficult to share bad news

Create more work for you!
Wrap up...

If you were serious about having the best sales career possible, what would you start doing differently tomorrow?
Sales Academy

32 different sales lessons

Perfect for inside or outside reps

Santa Clara Convention Center

May 7th - save $80 register now

www.bit.ly/sanfraninvite
Training on demand

- Anatomy of a Lousy Pitch
- It's About Time!
- When Prospects Go Silent
- At the Sound of the Beep
- You Had Me at Hello
B2B Prospecting Tool
<table>
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<td>Wynn Resorts</td>
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<td>American Tower</td>
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<td>Elmar Degenhart</td>
<td>Continental</td>
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<td>George Paz</td>
<td>Express Scripts</td>
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<td>Tsai Ming-Kai</td>
<td>MediaTek (tie)</td>
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<td>Reed Hastings</td>
<td>Netflix</td>
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No Email Addresses?
No Email Addresses?

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</table>
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?
Find Email / Phone of LinkedIn / others.

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

Chris Sterbenc
VP of Sales / Channel Chief at FreedomVoice
San Francisco Bay Area | Computer Software
Current: FreedomVoice, Vonstack Corporation
Previous: Sales & Channel Consulting, Ascend, Untangle, Inc.
Education: University of California, Santa Cruz

Connect | Send Chris InMail

Click eMail-Prospector

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

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Best Value
15 minute demo?

Rich Kumar
Customer Success Manager - eGrabber Inc
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Contact Tim

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Thank You !!!