eGrabber & Gold Call Training

Present

Turn Your Cold Calls into ‘Gold Calls’ using Account-Researcher
Speakers Profile

**Speaker**

*Peter Ekstrom*
President & CEO
Dealbuilders, Inc.

*Clinton Rozario*
eGrabber Inc.

**Moderator**

*Rich Kumar*
Customer Success Manager
eGrabber Inc.

*The ability to communicate is everything.*
~ Lee Iacocca
Gathering intelligence required for a cold call
Fix Your ‘Broken’ Cold Call
The ‘Attention Economy’
Before You Call...
The *Gold Call* Script
The ‘Lemonade Statement’ ...
Build Your Script
1. Identify Prospect
2. Find Email and Phone Number
3. Send Initial Email or Make Initial Call
4. Follow-up Strategy
5. Hold Initial Phone Call
6. Armed With Intelligence to Build Relationship and Understand Your Prospect’s Needs.
How much is this intelligence worth to you?
Find Decision Maker of Any Company

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.

• Missing Email
• Missing Phone
• Missing other Social Media links
• Will they ‘I-Don’t-Know’ my request?

2nd Degree
3rd Degree
Fellow Group Member
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Find Decision Maker of Any Company

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Company</th>
<th>Email</th>
<th>Email Status</th>
<th>Email Rating</th>
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<tbody>
<tr>
<td>Jay</td>
<td>Gaines</td>
<td>Sirius Decisions</td>
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<td>**** (4 of 5)</td>
</tr>
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<td>Brooks</td>
<td>Ceddell</td>
<td>Networks Tele</td>
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<td>Sridhar</td>
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<td>**** (3 of 5)</td>
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<tr>
<td>Brian</td>
<td>Carroll</td>
<td>MECLABS</td>
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<td>***** (5 of 5)</td>
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<tr>
<td>Bill</td>
<td>Forster</td>
<td>Maine Pointe LLC</td>
<td><a href="mailto:william.forster@mainepointe.com">william.forster@mainepointe.com</a></td>
<td>Found</td>
<td>***** (5 of 5)</td>
</tr>
</tbody>
</table>
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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.

Publication number: US945151B2
Publication type: Grant
Application number: US12/047,981
Publication date: Jul 23, 2013
Filing date: Jun 5, 2009
Priority date: Jun 5, 2009
Also published as: US20100312837
Inventors: Chandra Bodapati, Fatema Mansoori, Mukadam, Noil Ganushkai
Original Assignee: Chandra Bodapati, Fatema Mansoori, Mukadam, Noil Ganushkai
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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Company Profile

• How Append email & Phone works?

• Account-Researcher Pricing

• eGrabber Vs. LinkedIn
You Have 10 Sec To Impress Your Prospect On A Cold Call
Research Your Prospects Effectively

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<table>
<thead>
<tr>
<th></th>
<th>LinkedIn InMail</th>
<th>eGrabber</th>
</tr>
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<tbody>
<tr>
<td><strong>Pricing</strong></td>
<td>$75/Month</td>
<td>$79/Month</td>
</tr>
<tr>
<td></td>
<td>[Executive Version]</td>
<td></td>
</tr>
<tr>
<td><strong># on Emails</strong></td>
<td>25 InMails /Month</td>
<td>Unlimited</td>
</tr>
<tr>
<td><strong>Get Copy of Email</strong></td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Effect of Negative Response</strong></td>
<td>Drop in LinkedIn Reputation</td>
<td>No effect</td>
</tr>
</tbody>
</table>

**ROI** = 10x NEW PROSPECTS / MONTH

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Find Decision Maker of Any Company

Find Email / Phone of LinkedIn / others..

Find Missing
- Missing Email
- Missing Phone
- Missing Address
- Missing Other Info

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

• eGrabber Vs. LinkedIn
• How Append email & Phone works?
• Account-Researcher Pricing

Salesforce
- Missing fields in CRM

Outlook
- Leads in emails

swiftpage act!
- Tradeshow lists

Excel 2013
- News / Press Releases

Google news
- Anywhere…

Todd Cullen
Sr. Vice President Consumer Insights and Analytics
Bridgeline

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Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
✓ Grab any LinkedIn Profile & Append E-Mail/Phone.
✓ Find Decision Makers At All Levels in B2B & B2C Companies.
✓ Get Insightful Prospect Information, Conversation Initiators.
Fix Your ‘Broken’ Cold Call

• Why is Your Cold Call Broken?
The Attention Economy

Attention - The *new currency of business.*

Sales Objections - ‘Attention Filtering’

ATTENTION becomes the major currency in content commerce
Attention Comes Before The Sale!

Prospects must FIRST pay attention before they pay for the product.
The ‘Elevator Pitch’ is DEAD
21st Century Prospecting

Thread the needle in conversation
‘BOX’ YOUR DIALOGUE WITH PROSPECTS

Say Less – Sell More!
The Gold Call Script

- The Ice-Breaker
- The Lemonade Statement
- Focus Question
- Attention Question
- Closing Question

www.thegoldcall.com
Build Your Gold Call Script...

- Gold Calls for Tech Sales
- Gold Calls for Real Estate
- Gold Calls for Insurance
- Gold Calls for Financial Advisors

www.thegoldcallscript.com
Agenda

- Gathering intelligence required for a cold call
- Fix Your ‘Broken’ Cold Call
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Account-Researcher Pricing
Account-Researcher Pricing

Monthly Subscription
$79.95/License

No Long term commitment
Account-Researcher Pricing

Monthly Subscription
$79.95/License

No Long term commitment

Until 2:00 PM PST Today
$25 OFF – on Monthly
[1st Month Only]
Promo Code: DBAR25

Purchase link is in webinar chat

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Purchase link is in webinar chat

Your Cart

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Pricing Information</th>
<th>Price</th>
<th>Licenses Quantity</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
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<td>Product ID: EARM Subscription: Monthly</td>
<td>$79.95</td>
<td>1</td>
<td>$79.95</td>
</tr>
</tbody>
</table>

Click to view

Remove Item

Subtotal Amount: $79.95

Enter Promo Code: DBAR25

Update > Empty Cart > Checkout

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Account-Researcher Pricing

Yearly Subscription
$875/License

$150 - Email and phone support

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Yearly Subscription
$875/License
$150 - Email and phone support

$100 OFF on Yearly
Promo Code: **DBAR100** Valid till 4th Feb 2014

Purchase Online:
https://www.egrabber.com/ar

Webinar Offer!!

Yearly Subscription
$775/License

- 2 months Free usage for yearly Subscription
- Free email & phone support package
- Free Group Training
- You Save $250

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Offer: Fully Functional 7 Day Trial

**We will be sending you:**

• Trial Download Link
• Fully Functional 7 Day Trial

**We’d love to hear from you**

• rich@egrabber.com

---

Rich Kumar  
Customer Success Manager - eGrabber Inc.  
rich@egrabber.com  
Phone #: 408-872-3103
Q & A Session

Join community for continuous learning
facebook.com/AccountResearcher

Today’s webinar #Hashtag
#eGrabberWebinar
@egrabberAR

Website: www.egrabber.com/ar
Thank You!!!