

salesgenie[®]

from Infogroup Targeting Solutions



MODERN PROSPECTING

Your Complete Guidebook

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WHO'S AFRAID OF BIG DATA?

Sometimes it seems like the more technology you have, the less time there is to actually do your job. Every new tool comes with another hefty user guide to wedge under your desk to keep it balanced. Every new innovation comes with several hours on an automated help line trying to figure out what went wrong. When are these new 'time savers' going to stop wasting our time?

Now, here comes 'Big Data'. It is a catchphrase for a decidedly un-catchy subject: vast databases that can help find specific info you're after. If you are a sales person, this means gathering information about businesses and individuals that are potential clients. That would be great – but can Big Data help you without having to get a computer science degree?

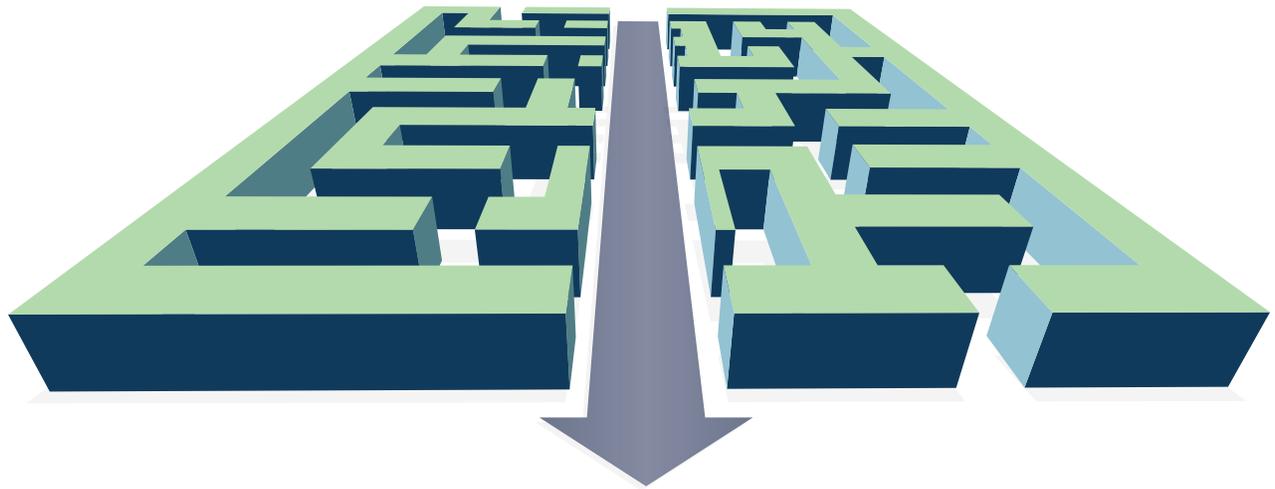


Self prospecting. Big data for the rest of us!

New tools were developed over the past few years for non-nerds, providing them an easier way to find new leads. ‘Web based Self-Prospecting,’ as these tools are called, have thankfully come a long way. With just some basic knowledge (go to this website, click here) you can find customers and start reeling them in. Whether you are fluent in html or just happy to successfully open a browser window, Big Data combined with prospecting tools can work for you.

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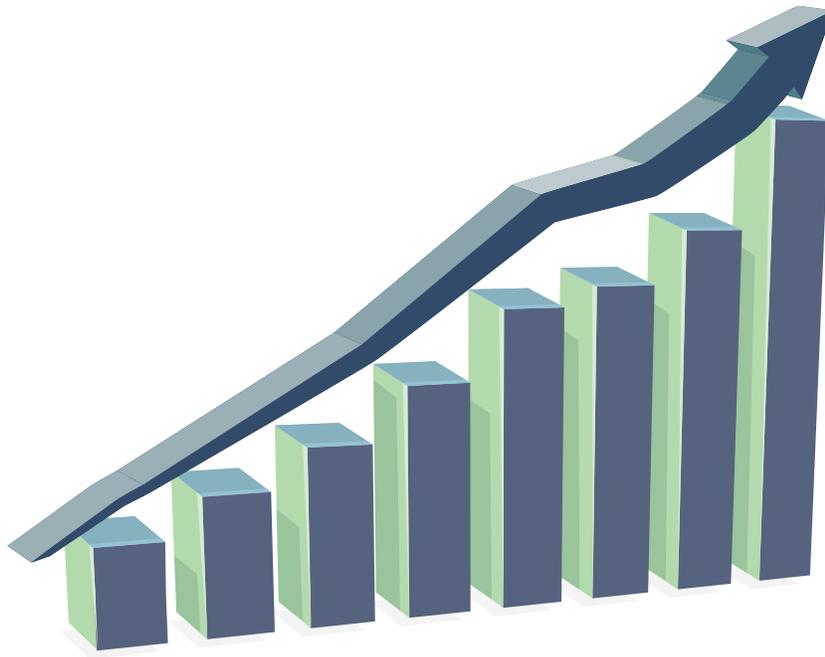
Let's keep it simple!

You see, we want you to spend less time actually using our product and more time doing what you do best – making the sale. With web based self-prospecting, you can:

- Find your best customers fast with easy to use search tools.
- Add new, up-to-date information to your own prospect lists.
- Access an array of sales tools that do cool things like map out where your prospects are or allow you to send email blasts, all on one program!

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Go forth and prospect!

We've written this guide in a similar spirit of making things easier for you. There are tons of neat features out there that you can take advantage of to help with your prospecting needs. Here, we provide you with a quick and easy way to get up to speed with what self-prospecting means today, learn some easy tricks to improve your experience, and get going.

Have a look, and happy prospecting!

The Salesgenie Team

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6 WAYS

SELF-PROSPECTING HAS ADVANCED

Are you hip to the hottest prospecting trends? Would that be an oxymoron? Actually, there is quite a lot happening in the world of self-prospecting, as new technologies become available and are incorporated into products. **Read on to find out about a few of the biggest developments:**

1

Stop Searching, Start Finding

How do you find customers you don't even know yet? You know what your best customers look like, but no matter how hard you close your eyes and concentrate, they aren't going to just pop up on your computer screen.

The average salesperson spends
24% of their time just searching for clients

CSO Insights Survey

The Perfect Prospect



Getting you the right results, right now

The secret is providing fast ways to filter your results, zeroing in on exactly what you need without having to click through several different steps. Just select the criteria that are important to you and go!

50% of companies surveyed said they would focus on enhancing lead generation in order to improve sales performance

Sales and Marketing Institute

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2

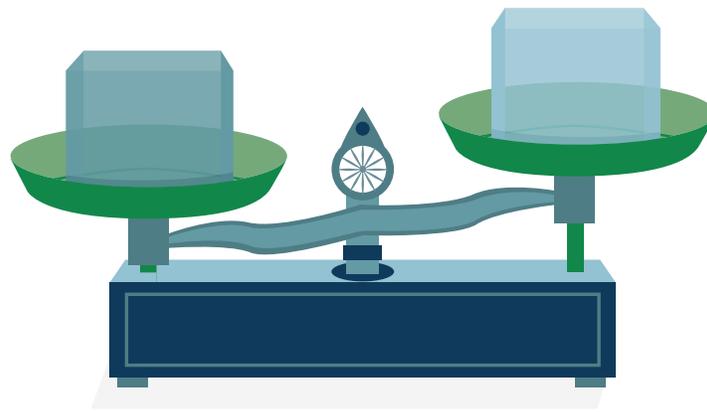
People Move On But Who's Keeping Track?

You've gotten past the search gauntlet, now all you have to do is get a hold of your new prospects. Great, get on that phone: Hmmm...seems the number has been disconnected. You try email: Bounce back! Now what?

People move all the time these days. Businesses are constantly being shut down or launched. People ask to be put on the National Do Not Call registry. It's a long litany of ways you can waste your time.

Over the past year, **66%** of people have either changed their position, or their company

Sales and Marketing Institute



Not all information was created equally

It all comes down to the quality of the information you are getting in the first place. Most of the raw information out there is gathered from databases that are infrequently updated. Given the fact that no one seems to stay in one place very long anymore, you better hope the database you are using is doing more to keep up to date!

Did you know that **EVERY HOUR:**

- 206** URLs will be created or changed
- 125** telephone numbers will change or disconnect
- 260** new businesses will open their doors
- 151** businesses will close their doors
- 153** executive changes will occur

Infogroup Database Directory, July 2013

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3

How Much Do You Really Know?

You've done the search, you've found a contact – are you ready to make a sale? Well, do you enjoy driving blindfolded? Sailing the ocean without a compass? Jumping out of a plane without...ok you get the idea. Perhaps it would be useful to have more information than a name, an address and a number before you jump on the line?

Making customer research easy

Self-Prospecting solutions are going further so you can get to know a customer before you pick up your phone or knock on their door.

Knowing a company's expenditures, credit ratings and latest news can give you a better sense about their business and how good a prospect they are for you. Listings of additional business lines and of their competitors give you additional leads. Knowledge really is power!

If you are searching for individuals, you can now access a wealth of information about their purchasing behaviors, lifestyle interests, property details and other household members. Just remember, it's not spying, it's self-prospecting!

How Much Information is Out There?

These days, you can really learn a lot about potential customers through Self Prospecting programs.

Here are a few examples:

- **Location attributes** -
- **Income and affluence indicators** -
- **Household members and occupations** -
- **Homeownership and rental data** -
- **Hobbies and special interests** -

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4

Reach Your Best Customers, ASAP

So, you have all this great information, but now it's just sitting around doing nothing and getting fat. Time to put it to work! Lucky for you, it has never been easier to go from your list of leads to a full-blown marketing campaign. Self-Prospecting solutions are going way beyond just search results.



Do it all in one location

If you have the right self-prospecting solution, you can do it all without leaving the comfort of a single website:

- Send out an email blast
- Create a direct mail campaign
- Map out a route for face-to-face visits

Integration of these tools saves you tons of time and headaches. If you've found the right contacts for a targeted campaign – just come up with your message, and go!

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5

Prospecting on the Go

Ever notice that everyone is running around staring at these little screens all the time? What's up with that? Well, many of them are destroying pig houses with little birds. Some, however, are using them to work more efficiently.

Lets face it: more of your work is being done away from the office these days. More and more companies are giving their employees tablets so they can be productive anywhere. If you spend a lot of your time doing sales on the road, it's doubly important to be able to do your prospecting on the go.

Not all self-prospecting programs offer their product across multiple platforms. Whether your employees prefer Android, iOS or Blackberry, make sure the program you are using has them covered!



Install

There's an app for that

Self-prospecting solutions are taking advantage of the new opportunities offered by mobile devices. Optimized for the mobile experience, these mobile apps are simplified versions of the full tool, providing you just the right amount of information needed to search for customers, find ones near you and map out your route.

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6

Have an Existing Database? Enhance it!

You're no slouch. You've been working hard and have your own list of customers or contacts. It's a great list! But how often are you able to update it? There is a good chance you're missing information.

Salesgenie gives you two ways to enhance your data: the Salesgenie Data Enhancement module for your own list, and through Salesgenie's customized Salesforce.com integration.

Salesgenie Enhance

100%



Get up to date fast

Wouldn't it be great if you could use the power of the vast databases used by self-prospecting programs to update and enhance your own data?

We had the same idea. Self-prospecting sites have the power to compare your contacts to their databases and provide you with an updated, enhanced list.

Haven't been keeping up with customers' emails? Need to add recent homeownership data? In a few painless steps you can vastly improve the quality of your list.

next

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7 TIPS FOR THE SAVVY SELF-PROSPECTOR

Do you like the opportunities that self-prospecting offers your business? Ready to jump in with two feet? **Great! Here are a few ways to get the most out of your experience:**

Tip 1

Database Size Matters, But it's Not the Only Thing!

First things first – you need to consider the contacts you are getting access to. Guess what? The more contacts you get, the better. Seems simple enough, right? Well, quality matters too – you can waste plenty of time if your contacts are inaccurate, out-of-date, or poorly presented. Some things to consider:

- The source of the data – does it come from just a few databases, or hundreds?
- How much information is there about each contact?
- How frequently are new contacts verified and added?
- How many emails are connected to those contacts?

The bottom line – make sure you are getting as many quality contacts as possible. More quality contacts equals more great opportunities!

Where Does All that Info Come from?

There are hundreds of good sources of information out there. The more sources your program uses, the more confident you can be in its accuracy. These can include:

- **Thousands of telephone directories** – **Public corporate filings** –
- **Government agencies** – **Web research** – **Utility information** –
- **Tourism directories** – **Much more** –

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Tip 2

Don't Settle for Yesterday's Data

Wake up! It's a new day, and things are happening. Sometimes it seems like business opportunities present themselves and disappear in a blink of an eye. In order to stay on top of it all, you need to have data that's updated recently – not last month, not last week, but today.

Finding up-to-date data and news on your business clients is often not easy – particularly if you are not dealing with Fortune 500 companies. Luckily, this is another area where self-prospecting can help you.

By giving you a robust news feed right in every business' search details, and updating business data daily, programs like Salesgenie give you the information you need to make informed decisions.

100% of Infogroup data is phone verified by a team of more than 200 agents, resulting in contact information that is **23% more accurate** than other top leading providers.

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Tip 3

Learn How to Play the 'Game of Prospecting'

You remember the Game of Life, right? You go around a game board in mini station wagons filled with pins, landing on squares labeled 'graduate from college' or 'get married!' while somehow earning immediate windfalls of phony money. Real life is never so simple – but each one of us goes through those major stages: Graduation, New Car, First House, Getting Married, Children, etc...

What does this have to do with self-prospecting? Excellent question! It is all about targeting.

Chances are, your line of business deals with people who are at one or more of these specific life stages. You might be looking for recent parents, homeowners who have just moved, or retirees, for instance.

When you are looking to improve search for customers, the best way to do it is to focus on these life events. The best self-prospecting programs will have their search criteria set up to quickly target customers based on these events.

Got it? Good, now go forward two spaces and collect \$200!*

*No, not really

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Game of Prospecting

Your B2C Prospecting Life-cycle



Sell House

Hittin' the road!



Move to New State

New business opportunities



Buy 2nd House

Would like to finance and insure locally



Open 2nd Office

Business is going really well. Good time to target me on the B2B side



Relax!

It's been a crazy few years. Enjoy life & family!



Children Turn 16

Yikes! Need good car insurance rates



Retirement

Looking into supplemental insurance & additional investment opportunities

Empty House

Quiet time. Kids are out!



Kids Graduate High School

Might want some refinancing options. College is expensive



Tip 4

The Goal is the Sale, Not the Search

It is nice to get easy access to millions of contacts. But isn't it even more important to be able to turn all that information into new sales? If your program isn't getting you from search to selling quickly and efficiently, you aren't getting the most of the possibilities that are out there.

Make sure your program arms you with tools – the right tools, customized for your needs:

- If you typically reach your customers over the phone, make sure the program you are using is regularly updated and checked against the National No Call Registry
- If you use email – check if the number of email addresses the product offers is as robust as the number of total clients, and that they offer the ability to send out emails
- If snail mail's your thing, look for integration of tools to create effective direct marketing campaigns
- If you're on the road, check out their mobile app options, and whether they provide you with robust mapping tools

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Tip 5

Let the Contacts Come to You!

Ding! Did you hear that? A new business just started up five miles away from your office. Ding! Hear it yet? Ten people just moved to your town in the last week! Ding! Wait, you're not hearing anything?

Chances are, you're not going to feel like searching your self-prospecting site every week to see if there are any new opportunities in the area.

Products like Salesgenie have solved that problem by allowing you to set up email alerts based on your search criteria. Every week you get new leads in your inbox. Ding! Without a minute wasted, you are on top of things, getting in front of the competition, and the envy of your colleagues!

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Tip 6

Look for Integration with the Tools You Use

You can learn new tricks, sure, but isn't it rude to be forced to every time you start using a new product? Wouldn't it be better for them to include the tools that you already use every day?

Here are some helpful tips for finding self-prospecting products that make it easier on their customers:

- Make sure search functions are simple, intuitive and follow the same rules that people already know from using Google or other search engines
- Look for integration with popular CRM platforms like salesforce.com, making it easy to add new leads and update your contacts
- If they offer mapping capability, make sure they use one you know how to use like the back of your hand, like Google maps
- Integration of social media like LinkedIn is a big bonus – after all, aren't most of your contacts going to be sharing up-to-date information on them?

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Tip 7

Don't go it Alone!

When you buy a new car or other big purchases, you expect it to be backed with a warranty and to have experienced mechanics available should something break down. If there is something wrong with your order at the restaurant, it's not hard to get ahold of the wait staff and send it back.

For some reason, a lot of Internet products try to cut service almost entirely out of the equation. Stop the madness before it starts! When you are looking at self-prospecting solutions, consider whether there are actual people standing behind the product and willing to talk to you when you need them.

Does the website have a helpline advertised up front? Are they going to be available whenever you need them? Are you offered best practice webinars and customized training? Can you send feedback with the click of a button? Don't settle for shoddy service!

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from Infogroup Targeting Solutions

ABOUT SALESGENIE

Salesgenie from Infogroup Targeting Solutions combines sales, prospecting, and marketing into a customized online tool. Our easy-to-use interface enables you to find quality business and consumer leads as well as gain valuable insight about them. Salesgenie reduces prospecting time, increases close rates, and allows you to focus on leads most likely to become customers.

LEARN MORE

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Watch our Video

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