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Maverick Prospecting Secrets: Leverage Free Internet Services To Find And Attract Unlimited Leads.

Maverick Prospecting Secrets



Leverage FREE Internet Services
to FIND and ATTRACT
UNLIMITED LEADS

Brian Burns



Synopsis

Are you sick of the worthless leads that you get? Well, you are not alone and that is what inspired me to do the research project that created this book. Clearly marketing is broken and salespeople are on their own to attract and find leads. What I learned from my research is that there is a surprisingly easy way to leverage free services on the internet to build your pipeline. This is not a list of tips and tricks. This is a strategy, a system that is repeatable and predictable. It will apply to anyone who is in sales, regardless of what you are selling. If you need leads this book will show you how to attract and find them. This is a Mini-Book of 10,850 words or 20 solid pages, No Fluff. This book is the result of a year and half long research study. We surveyed over 1000 salespeople on the topic of how they are leveraging the internet to find and attract prospects. The book covers the most powerful free services. Some of the services you know at a high level but what we do is describe the most powerful and advanced capabilities to not only find leads but have leads come to you. By taking the approach of how salespeople use these services versus what the services do we show a new insight into how to maximize them. What you will get out of the book is proven strategies to build a prospecting list, find the best point of contact at the prospects, learn about the prospect's interests and how to get their contact information. Key new strategies:- Effortlessly network within your ecosystem.- Be able to save all your prospecting artifacts i.e. Webpages, Notes, Links, Pictures, Business Cards, Voice Messages and Locations all into a cloud base journal that you can access from anywhere.- Build a living prospect list of accounts to target and that get automatically updated.- Have your ideal prospects come to you.- Be able to get anyone's birth date, address and contact information.- Find what you have in common with any prospect before you connect with them. Services Include:- Evernote- Spokeo- LinkedIn- Jigsaw- Manta And many more.

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Customer Reviews

A must read for any sales professional. Technology is continually changing, so is sales. What once worked years ago now could potentially be dangerous to your success. The ideas given in this book will spark creativity and breath new life in your sales career. Well worth the minimal investment.

Incredibly helpful and informative book. There's some great advice about building up a network that can lead to some seriously profitable leads. The internet is moving fast and the author has done a good job of showing us how to take advantage of all the best resources currently out on the net. If you're looking for some solid information to be more time efficient and successful then you have to check this out, I know that just by reading this that I have already saved myself many hours of time and effort as opposed to researching all this by myself, the author has done the hard work for me and the best part is that it's all written in a very easy to understand format

Great introduction to tools available on the internet to become more efficient in Sales. It gives a basic overview of the tools but the expectation is to dive deep into each application as a separate exercise (which is how it should be) Overall it's a good read.

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