

# Know More!

## Sales Intelligence Secrets to Win in Any Business Climate

for

**American Brush Manufacturers Association**

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## The Platinum Rule

“Do unto others as they would have it done upon themselves” OR “treat others as they want to be treated.”

**Sales Intelligence** – if you have information on your prospect/client and what’s important to them, you’re almost two times more likely to close the deal than your competitor who is “winging it.”

## Search Engine Strategies

- **Boolean Logic**
  - – **(minus sign) or NOT** – locates pages with one word on the page but not the other
  - **“Quotation Marks”** – when searching for a phrase, use quote marks to treat the phrase as a single entity; always use with proper nouns
- **Use a search engine’s “Advanced” link/button for better searches.**
- **Google Secrets**
  - **Use Google’s cache link to find out what a Web page used to look like (Google’s Polaroid Picture)**
  - **Use an Asterisk when you can’t remember part of what you’re looking for** e.g. “vice president of \*” will return results with vice president of sales, vice president of operations, etc.
  - **“\*@xxx.com”** (replace xxx with a Web site address and surround the query with quotation marks) to find email addresses.
- **Google Options**
  - **Click “Show Options” on the Google results page** to sort your results; choose Latest for up-to-date news, and Timeline for historical info
  - **Google File Type Search:** Search using the company name and then filetype:yyy with yyy being the file type extension:
    - Microsoft Excel (**xls OR xlsx**)
    - Microsoft PowerPoint (**ppt OR pptx**)
    - Microsoft Word (**doc OR docx**)
    - Adobe PDF Format (**pdf**)
  - **Have Google Email Results:** <http://www.google.com/alert>

## The “Invisible” Web

- Web pages not found through an Index search engine
- Represents 80% of the Internet; 95% publicly accessible

## Sample Invisible Web Site

- **Company Info**  
Manta (free registration required)  
(<http://www.manta.com>)
- **Manufacturers and Products**  
ThomasNet  
(<http://www.thomasnet.com>)
- **Business News**  
Business Journals  
(<http://www.bizjournals.com/search>)
- **Business News II**  
Mool Media  
(<http://www.mool.com/media>)
- **Patents and Patent Applications**  
Google Patent Advanced Search  
([http://www.google.com/advanced\\_patent\\_search](http://www.google.com/advanced_patent_search))
- **Instant Information**  
Twitter Search  
(<http://topsy.com>)
- **Industry Information**  
Association of Associations Search  
(<http://www.asaecenter.org/Directories/AssociationSearch.cfm>)
- **Industry Web Sites**  
AlacraWiki  
([http://www.Alacrawiki.com/index.php?title=Alacra\\_Industry\\_Spotlights](http://www.Alacrawiki.com/index.php?title=Alacra_Industry_Spotlights))
- **Free Trade Publications, Research Reports, Whitepapers, and More**  
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(<http://www.samrichter.com/pubs>)
- **People Search**  
Zoom Info  
(<http://www.zoominfo.com>)

- **Personal Networks**  
LinkedIn  
(<http://www.linkedin.com>)
- **Political Contributions**  
Open Secrets  
(<http://www.opensecrets.org>)
- **Golf Handicap**  
USGA Golf Handicap and Information Network  
(<http://www.ghin.com>)
- **Criminals (including driving offenses)**  
CriminalSearches  
(<http://www.criminalsearches.com>)
- **Personal Information**  
Spokeo  
(<http://www.spokeo.com>)
- **People Meta-Search**  
Pipl  
(<http://www.pipl.com>)
- **Property Records**  
Zillow  
(<http://www.zillow.com>)

## **Premium Business Information and Expert Assistance**

- **Visit Your Local Library**
  - Access many of the same databases as big companies
    - Find every library in the country at the Warm Call Center and via the Warm Call Toolbar
  - Access premium content with your library card ID
    - List building databases
    - Trade journals
    - Newspapers
    - Company information

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**Know More Than You Ever Thought You Could (Or Should) About Your Prospects, Clients and Competition**

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**"A must-have resource for anyone involved in sales and business development."**  
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**TAKE THE COLD OUT OF COLD CALLING**  
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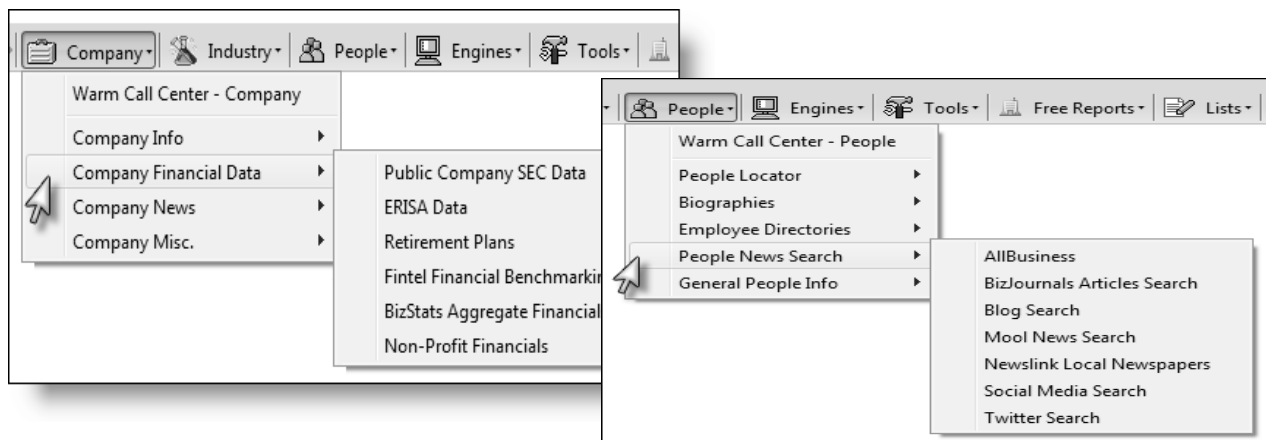
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(Visit the Warm Call Center; Download the Warm Call Toolbar and Access Resources from your Browser)



The screenshot displays the Warm Call Center toolbar with the following menus open:

- Company**
  - Warm Call Center - Company
  - Company Info
  - Company Financial Data
  - Company News
  - Company Misc.
- Engines**
  - Public Company SEC Data
  - ERISA Data
  - Retirement Plans
  - Fintel Financial Benchmarking
  - BizStats Aggregate Financial
  - Non-Profit Financials
- People**
  - Warm Call Center - People
  - People Locator
  - Biographies
  - Employee Directories
  - People News Search
  - General People Info
- Free Reports**
  - AllBusiness
  - BizJournals Articles Search
  - Blog Search
  - Mool News Search
  - Newslink Local Newspapers
  - Social Media Search
  - Twitter Search

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—Harvey Mackay, New York Times #1 Bestselling Author, *Swim With the Sharks*

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About Your Prospects, Clients and Competition

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Includes  
Online  
Resource  
Center

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