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## Before Getting Started

These worksheets are designed to walk you through simple exercises that will yield you immediate results. Ideas and theories are worthless without action--execution is everything!

Don't waste this opportunity. Each worksheet contains lessons, action steps, and resources that will move your sales forward. Your responsibility is to simply devote the 30 minutes it will take to complete the worksheet. My guarantee is that by investing this little bit of time you will increase your visibility, credibility, and ideally opportunity.

I have tried to make these exercises very clear. However, if you get stuck, confused, or need additional guidance feel free to email me at [bill@kaleidico.com](mailto:bill@kaleidico.com). There are also great additional resources and worksheets at [www.bettercloser.com](http://www.bettercloser.com). I'm committed to doing my best to ensure your success!

**-Bill**  
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## Google Worksheet: Online Prospecting

### Questions we intend to answer today:

1. How can I turn my sales objectives and targets into keywords?
2. How can I use these keywords to discover sales opportunities?
3. How can I use Google to efficiently prospect and accelerate my sales?

### **Definition: Sales Prospecting**

Ironically, there are not a lot of good definitions of sales prospecting. This may be why some many sales people do it poorly. I'll give it a try:

*Sales Prospecting - The process of identifying ideal customers that may not otherwise be aware of your product or service without an introduction from you.*

You notice the important pieces to this definition? Identification of relevant customers (people) and engaging those folks in a relevant conversation.

In my mind nothing makes this easier than the Web; better yet, the social Web.

**What words do people use to talk about their pain and vision?**

The social Web is full of conversations between friends and colleagues, trying to solve problems. Often these discussions are in the form of pain or vision statements. What keywords should you be looking for to trigger opportunity or research?

**Who are the people (roles, titles, or levels) that you have the most success at initiating good sales conversation?**

Everyone is comfortable at different levels and with different people. Although you may need to climb or descend this spectrum to get the sales, start where you converse the best. What are keywords often associated with those roles?

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## Where can I find these people? List three places you find people online today?

That really is the beauty of the Web--people make it. This truth is increasing with the popularity of social media and social networking. People are producing content at an annual rate that eclipses the total content produced in the preceding 100 years. Most are talking about themselves--needs, wants, desires. That makes for an incredible sales database.

- 1.
- 2.
- 3.

Are there other places you should consider?

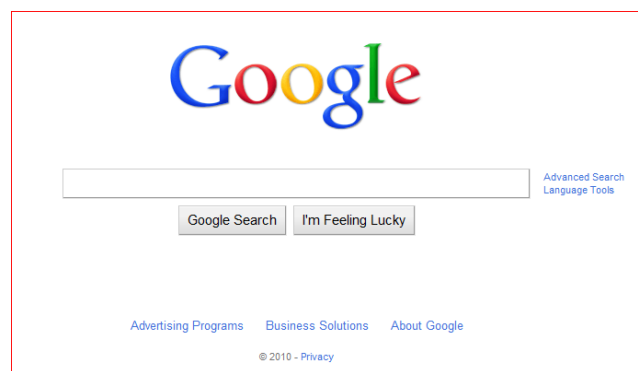
- 4.
- 5.

## How to query the Web (database) for sales prospects.

If you're in sales, I think the best way to approach the Web and social media is simply as a database. As sales people we're pretty comfortable with databases. So, why learn Internet marketing? Just search for opportunities already in your database.

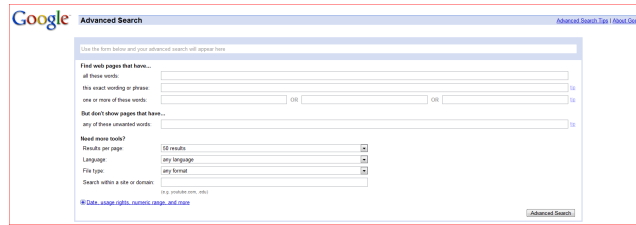
Go to [www.google.com](http://www.google.com) and I will introduce you to your new sales database.

Just to make sure we are on the same page, you should see something like this:

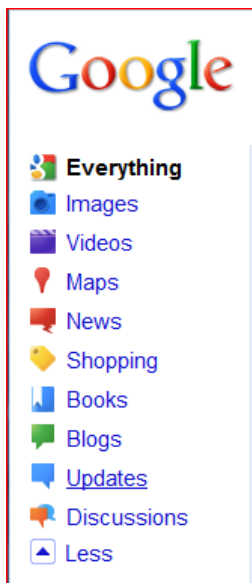


You've probably used this interface about a hundred times, but let me show you a little secret.

Click on the words "Advanced Search" to the right of the Google search box. Now you have a powerful GUI (Graphical User Interface) that simplifies your querying of this powerful sales database.



Practice using the keywords you used in answering the earlier questions about pain, vision, and roles to produce Google search results full of sales prospects.



Practice using some of the new features in the Google side bar to show different result types in News, Blogs, Updates, and Discussions. Also, slice by time to find fresher prospects or current pain.

**News** will give you interesting trigger events and opportunities to start a conversation around personnel changes, new initiatives, or customer challenges.

**Blogs** will expose you to thought leaders talking about challenges and perceived solutions. Ideally you can be a part of that conversation.

**Updates** are real-time conversations that often include customers praise or complaining and employees trying to figure things out. Both scenarios provide opportunities to open conversations with your sales target.

**Discussions** are often forums. Although they may be considered old technology and communication channels--this is where many of the smartest spend time sharing pain and getting solutions. Rich with leads

and indicators of opportunity.

One final exercise. See that bottom box in the Google Advanced Search? **Search within a site or domain** is a powerful way make your prospecting even more targeted. Re-run your searches and add some of the websites you listed in the earlier question.

You just want people that fit your profiles? Put in LinkedIn.com--ready made prospect list.

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## Next Actions

**Next action: *Create a list of keywords to use in prospecting with Google.***

Carefully consider the types of keywords that prospective customers use when discussing problems (pain) or new initiatives (vision). This list should be adjusted as you review your results from initial searches--you are sure to find unexpected new keywords.

**Next action: *Use the Google Advanced Search to build prospecting searches.***

Iterate your searches in Google to produce targeted prospecting results. Once you have a productive Google search save the search or use it in conjunction with Google Alerts make it an ongoing prospecting tool.

**Next action: *Experiment with the different types of Google searches.***

Again using Google Advanced Search, compare the difference in search results by toggling between News, Blogs, Updates, and Discussions search types. Are some more targets of opportunity, while others produce deeper research on target accounts?

**Next action: *Try using site searches to produce very targeted results.***

Using a site search of LinkedIn.com is probably the most productive. Searching for specific systems, roles, and organizations can quickly return you specific people to contact in pursuing your target account.

### **The Final Word:**

The Web, especially the social Web, is an enormous customer database. A database refreshed daily with new people and conversations about their pain, needs, and desires. Google is the quickest and easiest way to mine that database.

How many prospects are you missing today if you don't search? Worse, how many are you giving away to the competition.