



RESEARCH-BASED SELLING

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When I facilitate my training sessions, in particular SOAR Selling, the topic of research always comes up.

- *Is it necessary when prospecting for new business?*
- *How much time do I spend conducting research?*
- *When do I mention my research once I've made contact with the Decision Maker?*

Once you have made contact with a Decision Maker, whether it be by telephone, email, social such as LinkedIn, door-to-door or with a physical letter, capturing their attention with them early on is key.

This is where your VALUE STATEMENT comes into play. There are four components to a text-book value statement:

1. Your Introduction
2. Your Intention
3. Your Value Proposition
4. Close For Next Steps

Your value proposition is when you disclose the research that you have conducted and provide the Decision Maker with the information that you have found.

One question that also comes up during my training sessions is: *Where do I find information?*

At it's core, that is what this article will focus on – the platforms available to you when it comes to conducting your research – by company, industry and/or specific role.

Let's start with the more obvious options:

- Google Alerts
- Your internal CRM
- The company's website
- Their LinkedIn company page
- Your prospect's Annual Report
- Your contact's personal LinkedIn page (Basic, Pro or Navigator)

In addition to the usual suspects, there are a few other resources available to you. In no particular order:



Social Searcher

Social Searcher: Social Media Search Engine. It allows you to search for content in social networks in real-time and provides deep analytics data. Users can search for publicly posted information on Twitter, Google+, Facebook, YouTube, Instagram, Tumblr, Reddit, Flickr, Dailymotion and Vimeo.

Subscriptions:

<u>FREE</u>	<u>BASIC</u>	<u>STANDARD</u>	<u>PROFESSIONAL</u>
100 Searches per Day	200 Searches per Day	400 Searches per Day	800 Searches per Day
2 Email Alerts	3 Email Alerts	5 Email Alerts	10 Email Alerts
	3 Monitorings	5 Monitorings	10 Monitorings
	3,000 Saved Posts / Month	20,000 Saved Posts / Month	100,000 Saved Posts / Month
	All Web Mentions	All Web Mentions	All Web Mentions
	\$3.49 € per Month	\$8.49 € per Month	\$19.49 € per Month

Note: Free 14-Day Trial is offered prior to investing in the Standard Plan



Seeking Alpha^α

Seeking Alpha: The world's largest investing community.

A crowd-sourced content service for financial markets. Articles and research covers a broad range of stocks, asset classes, ETFs and investment strategies. In contrast to other equity research platforms, insight is provided by contributor base of investors and industry experts rather than sell side.

Plans:

<u>BASIC</u>	<u>PREMIUM</u>	<u>PRO+</u>
Stock News & Analysis Alerts	All BASIC features plus:	All PREMIUM features plus:
Investing Newsletters	Unlimited Access: 1 Million Articles	Top Ideas
Follow Authors New Article Alerts	Seeking Alpha Author Ratings	PRO+ Content & Newsletters
Save Articles	Seeking Alpha Author Performance	Short Ideas Portal
Comments	Quant Ratings	Idea Screener/Filter
Blogs & StockTalks	Dividend Scores & Forecasts	VIP Service
	Ad-lite	No Ads
FREE	\$19.99/Month (Billed Annually) or \$29.99/Month (Billed Monthly)	\$199.99/Month (Billed Annually) or \$299.99/Month (Billed Monthly)

Note: Free 14-Day Trial is offered prior to investing in the PREMIUM Plan
30-Day Money Back Guarantee is offered when investing in the PRO+ Plan



Feedly: Organize, read and share what matters to you.

A news aggregator application for various web browsers and mobile devices running iOS and Android. It is also available as a cloud-based service. It compiles news feeds from a variety of online sources for the user to customize and share with others.

Plans:

<u>FREE</u>	<u>PRO</u>	<u>PRO+</u>	<u>BUSINESS</u>
Follow up to 100 Sources	Follow up to 1000 Sources	Everything in Pro and Follow up to 2500 Sources	Everything in Pro+ and Follow up to 5000 Sources
	Notes & Highlights	Google News Feeds	Team Feeds & Boards
	Power Search	Twitter Feeds	Team Newsletters
	Save to Evernote, Pocket and OneNote	Leo Skills: <ul style="list-style-type: none"> • Topics • Like Board • Business Events • Deduplication • Mute Filters • Summarization 	Additional Leo Skills: <ul style="list-style-type: none"> • Cybersecurity
	Share to LinkedIn, Buffer, IFTTT, Zapier & Hootsuite		Slack & Microsoft Teams
	New Articles up to 10x Faster		Shared Notes & Highlights
	Hide Sponsored Ads		API Access
	Premium Fonts		SSO/SAML
	\$6 per Month (Billed Annually)	\$8.25 per Month (Billed Annually)	\$18.00 per Month

Note: Free 30-Day Trial offered prior to investing in Feedly Business



Owler: Explore companies that interest you.

Crowdsources competitive insights by providing news alerts, company profiles, and polls and allows members to follow, track, and research companies in real time.

Plans:

<u>BASIC</u>	<u>PLUS</u>	<u>PRO+</u>
Best for You and Me Lightweight Research Track Investments	Best for Executives and Marketers Moderate Research Monitor Competitors	Best for Sales Extensive Research Salesforce.com Sync
10 Company Profile Views/Month	50 Company Profile Views/Month	Unlimited Company Profile Views
Daily News Tracking – 5 Companies	Daily News Tracking – 25 Companies	Unlimited Daily News Tracking
3 Real-Time News Alerts	15 Real-Time News Alerts	15 Real-Time News Alerts
2 Advanced Search Filter Types	2 Advanced Search Filter Types	5 Advanced Search Results
5 Advanced Search Results	5 Advanced Search Results	Unlimited Advanced Search Results
	Premium Support	Premium Support
		Ad Free
FREE	\$99.00 / Year	\$49.99 / Month or \$420.00 per Year (Billed Annually)



CFO

CFO is the leading media brand catering to influential finance executives. Through CFO Magazine and [CFO.com](https://www.cfo.com), it provides insights into the most pressing issues in business as well as practical advice and innovative thinking on the technological forces that are disrupting industries and transforming the chief financial officer's role.

CFO Research, the sister firm of CFO, is a trusted source of insight into the business issues that matter most to finance professionals. It relies on senior finance executives to share their experiences, insights, and observations on critical business issues. This cutting-edge research supports critical business decisions by our sponsors, as well as their thought leadership positioning and marketing efforts.

CMO

CMO.com's mission is to help executives – CMOs, CIOs, Chief Digital Officers and anyone else focused on customer experience – lead their brands in a digital world.

To help digital leaders stay informed and inspired, CMO.com offers interviews and advice from industry leaders, help and how-to guidance, curated marketing news and data-driven research and insights across multiple industries from around the world.



Paul is the Managing Partner of Everest Performance Group Ltd. He works with a wide range of clients helping them increase their profitable revenue, gain new market share and develop their current and future sales leaders.

He lives in Toronto with his wife and their two children.

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