



Best Sales Tools

Sales can be simplified into three stages:

- * Prospecting - Finding people & seeking their attention
- * Pitching - Exploring ways to work together
- * Closing - Addressing the final obstacles required to seal the deal.



Tools for Prospecting

Install Rapportive & use that to connect with everyone you email on LinkedIn. This will build your LinkedIn network quickly.

Salesgenie provides scrubbed contacts for approximately \$0.20 each (\$199/mo for 1000)

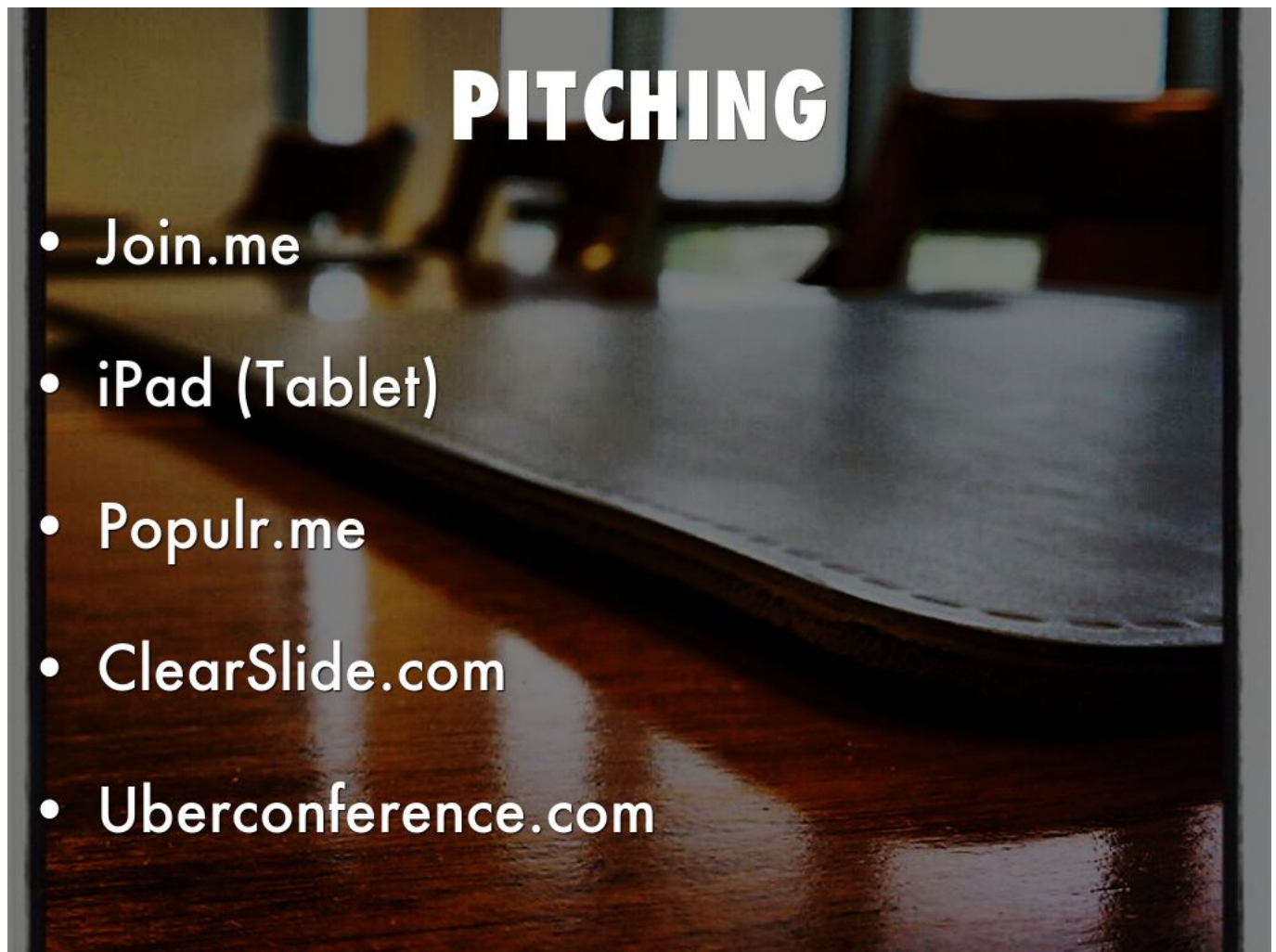
ToutApp is a simple, powerful email plugin that lets you track if your prospects are opening your emails. It also lets you mass customize (yes, I said that) messages.

Streak is a CRM that overlays Gmail, but its hidden value lies in scheduled emails, email templates, and the ability to email 500 ppl/day straight from gmail.

Populr is a great way to share information. Instead of attaching docs or random links in your pitch emails, craft information in Populr that wins the meeting. It also tracks if they open it

and how long they stay on the page

** Tip: hangout on the top 3 publications for your industry and watch the comments



- [Join.me](#)
- [iPad \(Tablet\)](#)
- [Populr.me](#)
- [ClearSlide.com](#)
- [Uberconference.com](#)

Tools for Pitching

If you need to meet with people over a computer, its hard to beat the ease of [Join.me](#). Its less expensive than [GoToMeeting](#) & easier to deal with.

If you meet in person, the best pitches are run from an iPad. You can project your keynote or you can actually sit next to the person to slide through materials.

[Populr](#) also works well sending pitch materials. Prospects want to see things to deal with their objections & [Populr](#) lets you send over information specific to their objections or hot buttons. You can include files, videos, images, and even embeds.

[ClearSlide](#) is good when you need to send a deck. Oddly enough, it also includes screenshare. The best use is when you want to send a deck & track if the person looks at it.

Uberconference is awesome when you have multiple decision makers that need to participate in the conversation. It will schedule the call, send info to all participants, and even record/transcribe what was said.

** Tip: Highly regulated industries are still in the stone age, so some of these may not work. You'll need to stick to email & attachments and pray for your buyers to catch up.



TinderBox takes some upfront effort, but once its done... you're a proposal master. Templates, sections, and tracking wizardry. The cadillac of proposal delivery.

HelloSign is a fast, easy way to request a signature on a document. As a bonus, you can sign unlimited documents and it works seamlessly with Gmail. Stop waiting on signatures!

Populr (yes, again) is good for delivering proposals that are in PDF/Doc format. It lets you keep your existing proposal formats but wrap them in additional information that may help explain pricing, scope, etc. It also lets you record a video!

Ex: <http://inspiration.populr.me/sales>

Starbucks may seem weird for closing, but you can actually buy a digital gift card and send it as a thank you. Its fast, unique, and it lets you know when they collect the gift card.

JUST REMEMBER...



Tools aren't a substitute for activity :)