

32



Sales Tools for



2013



 **InsideView**[®]



Docu*Sign*[®]

Introduction:

The Team of Experts



Chapter 1
Craig Rosenberg
CEO of Funnelholic Media
@funnelholic



Chapter 2
Nancy Nardin
Founder of Smart Selling Tools
@SellingTools



Chapter 3
Miles Austin
Sales and Marketing Technologist of Fill the Funnel, Inc
@milesaustin



Chapter 4
Brian Vellmure
CEO/Founder of Initium LLC/Innovantage
@BrianVellmure



Chapter 5
Matt Heinz
President of Heinz Marketing
@HeinzMarketing



Chapter 6
Koka Sexton
Founder of Social Selling University
@kokasexton



Chapter 1

Craig's Picks

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DocuSign

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Kred for CRM

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Radius Intelligence

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Connect and Sell

Craig Rosenberg

CEO of Funnelholic Media
@funnelholic

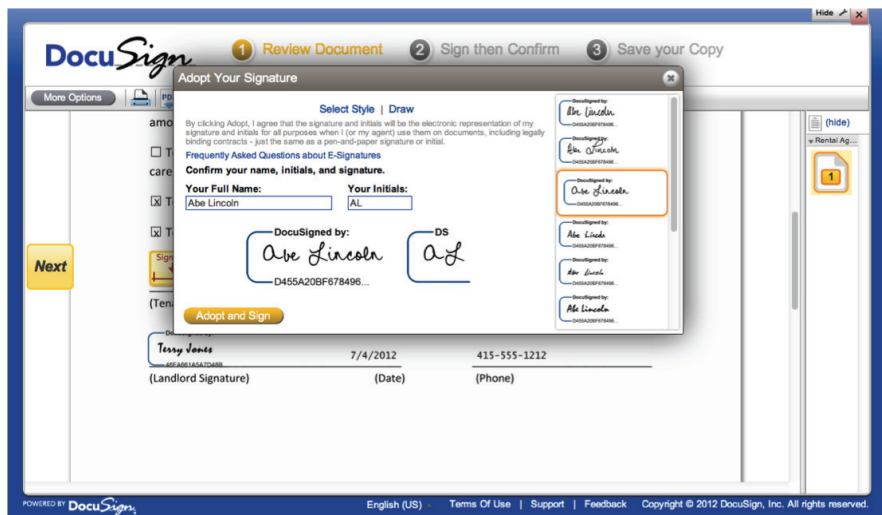
Craig has more than 15 years of sales and management experience throughout a number of organizations. He helps organizations build their Demand Chain to predictably deliver/over-deliver revenue.

Craig is the author of the popular sales and marketing blog, www.funnelholic.com.



“ It is truly one of my favorite products on the market.

End of the quarter I decided to take a meeting (I don't know why I did that). I'm on the road, sales rep calls me asking me to sign some paperwork for our biggest deal. Tells me to pull over, go to Starbucks and DocuSign the contract on my iPad. Boom. DocuSigned it and got the paperwork to the client and we got the deal done.” -**Craig Rosenberg**



What is it?

Secure e-signatures

Why DocuSign?

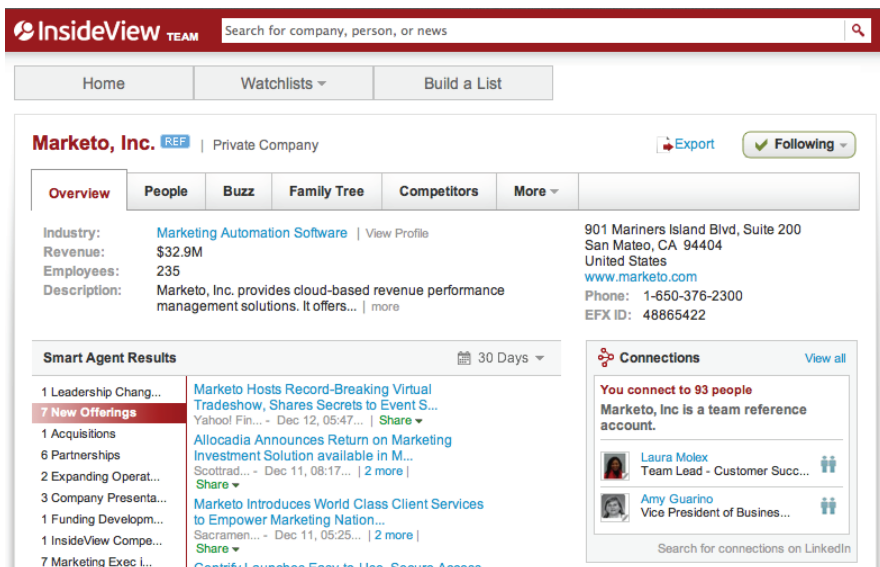
- Securely sign and send documents online from any device
- Nothing is more painful than the last mile of the selling process
- Manages and tracks the entire sign-off process

How much is it?

\$15/month for 50 signatures per month

“ The biggest thing for me is empowering the sales people...

to be as intelligent and aware of the account they're selling to as possible. InsideView is a great tool that allows your reps to make the right calls to the right people, at the right time.” -**Craig Rosenberg**



The screenshot shows the InsideView TEAM interface. At the top is a search bar labeled "Search for company, person, or news". Below it are tabs for "Home", "Watchlists", and "Build a List". The main content area displays the profile for "Marketo, Inc." (Private Company). It includes tabs for "Overview", "People", "Buzz", "Family Tree", "Competitors", and "More". The "Overview" tab is active, showing company details: Industry (Marketing Automation Software), Revenue (\$32.9M), Employees (235), and a description. It also lists the address (901 Mariners Island Blvd, Suite 200, San Mateo, CA 94404, United States), website (www.marketo.com), phone (1-650-376-2300), and EFX ID (48865422). Below the overview is a "Smart Agent Results" section with a list of recent news items, including "Marketto Hosts Record-Breaking Virtual Tradeshow" and "Allocadia Announces Return on Marketing Investment Solution". To the right of the overview is a "Connections" section showing that the user is connected to 93 people, with a list of recent connections like Laura Molex and Amy Guarino.

What is it?

Sales and customer intelligence

Why InsideView?

- InsideView aggregates 30,000 data sources to bring highly accurate data
- Build highly-targeted lists
- Create Watchlists of your Prospects and Customers
- InsideView shows your connections from past employers, LinkedIn, Facebook, alumni networks and current colleagues

How much is it?

FREE or \$99/month per user

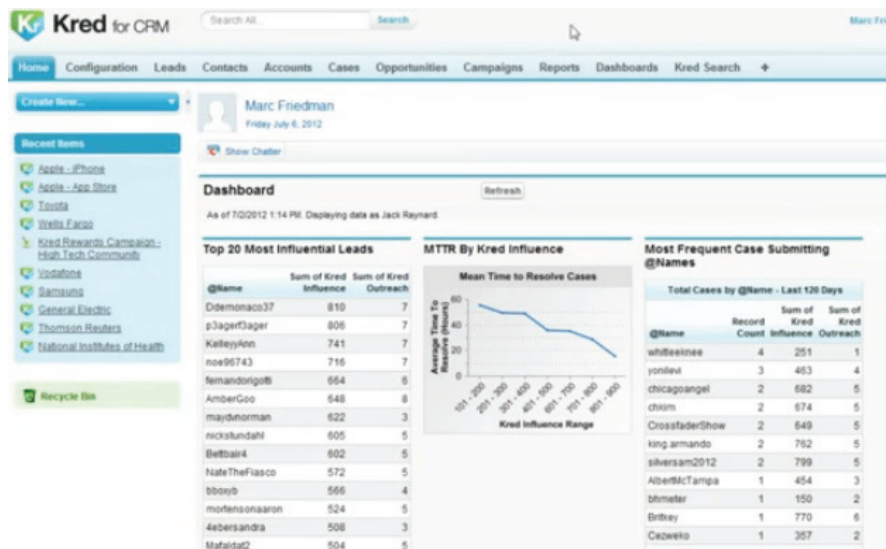


03

Sales Intelligence &
Lead Generation
www.kred.com

“ You can understand the Twitter relationships...

that are happening in your opportunities. You can also create lists of the most influential leads and properly prioritize.” -Craig Rosenberg



What is it?

Create a list of the most influential leads on social media

Why Kred?

- Understand Twitter relationships that can help you close business
- Search for the most influential people mentioning a brand, product, service, competitor or keyword in social media, and create Leads, Contacts, Accounts and Cases directly in Salesforce.

How much is it?

Free on the SFDC AppExchange

“ I love what they’re doing.

These people focus maniacally on small business data. I mean, we’re talking local businesses. And it’s machined-based so they’re constantly updating what’s happening to these records in real-time.” -**Craig Rosenberg**



What is it?

Rich selling data and activity

Why Radius Intelligence?

- Collects and organizes data of 20 million small businesses from across the web
- Rich selling data in each record - Contact information, social data and activity and news information
- Machine-based, programmatic approach
- Updates records in real-time

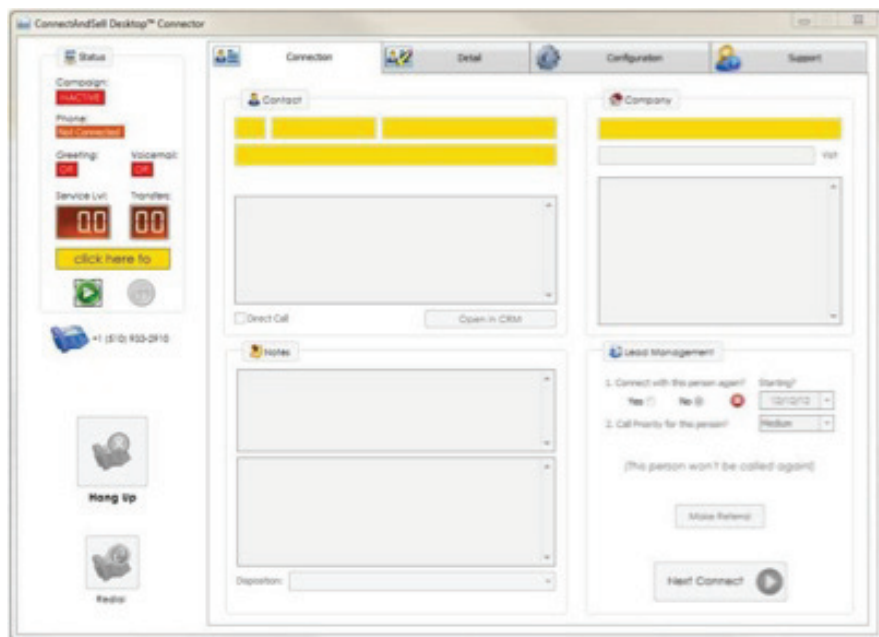
How much is it?

\$99/month per user



“ You buy conversations from them.

A lot of times in the sales and prospecting part of business, the hardest thing is to have conversations. The ROI for us was staggering because basically we were getting a day of work done in an hour.” -**Craig Rosenberg**



What is it?

Guaranteed sales calls with your prospects

Why Connect and Sell?

- They can take a list and deliver conversations from it
- Automation and human intervention gets through gatekeepers and navigates the organization
- 5-15 conversations per rep in an hour which most inside sales teams barely get in a day

How much is it?

Not listed



Chapter 2

Nancy's Picks

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Salespod

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Qvidian

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Quote2Win

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LevelEleven

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VisualizeROI

Nancy Nardin

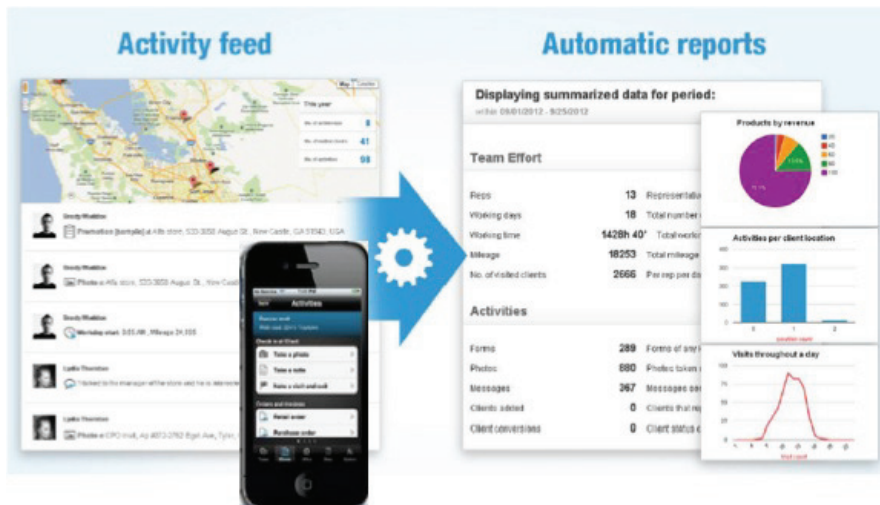
Founder of Smart Selling Tools
@SellingTools

Backed by nearly 30 years of sales and marketing experience, Nancy is a pioneer in sales prospecting technology. Before launching Smart Selling Tools in 2006, Nancy served in sales leadership roles at leading analyst firms such as Gartner Group and IDC. She worked closely with many of Silicon Valley's leading venture capital firms and the portfolio companies in their charge.

Nancy has consulted executives at leading marketing automation, pipeline management, lead management, and forecast analytics firms. She also designed a Sales Tools Assessment questionnaire to help end-user sales and marketing organizations determine the right tools for them.

“ One of the biggest issues I hear from sales leaders is...

that they don't have the visibility they need. Without regular or timely updates, managers can't make timely decisions. Salespod takes care of that problem.” -**Nancy Nardin**



What is it?

Mobile sales solutions

Why Salespod?

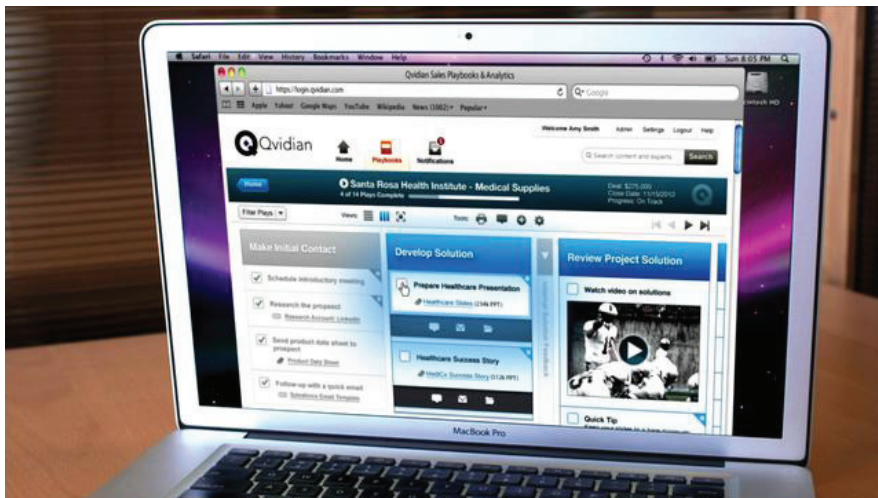
- Salespod offers real-time field data capture and collaborations for small & medium-sized organizations
- Reps can record activities in the cloud on their phones using short forms
- Sunset Trading saw an estimated 25-30% growth in per-rep productivity

How much is it?

\$5-\$30/month per user

“ What would happen if all of your reps suddenly...

performed at the top of their game? Meaning, they knew the best things to say and what to share with prospects based on their interests. That's where Qvidian comes in.” -**Nancy Nardin**



What is it?

RFP software and sales enablement automation

Why Qvidian?

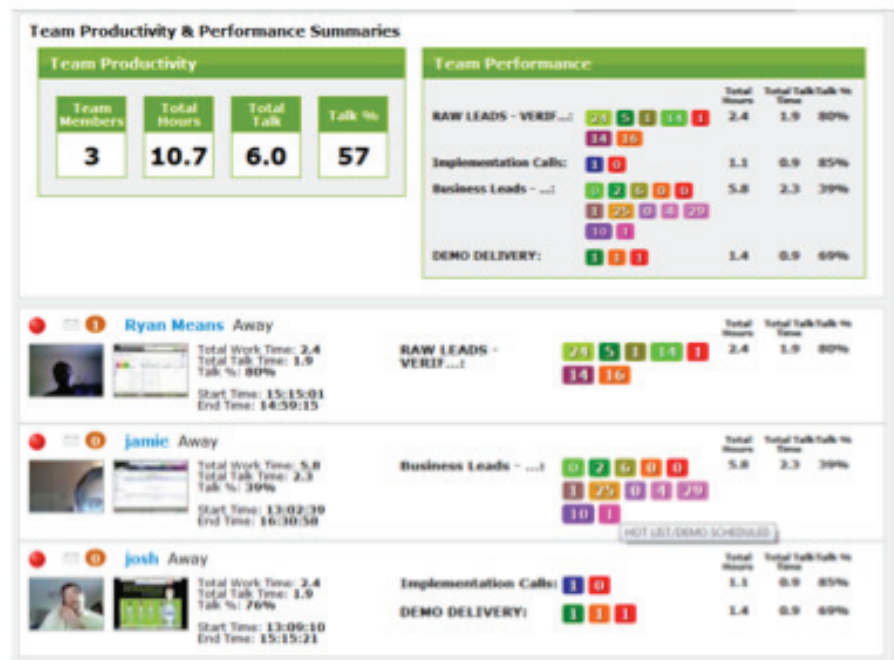
- Qvidian Sales Playbooks arm salespeople for maximum performance
- Sales teams follow consistent and proven sales processes with effective, closed-loop analytics
- Access to the most relevant, deal-specific content and sales tools to close deals faster
- Increase win rates, shorten sales cycles

How much is it?

\$495/year per user

“ TeamVisibility gives you visibility into how your team interacts...

with prospects and how they respond. If you want to achieve sustainable performance improvements you have to have full knowledge of what is working and what isn't. TeamVisibility gives you that knowledge.” -Nancy Nardin



What is it?

The easy way for sales leaders to achieve sustainable improvement from their team in just minutes a day

Why TeamVisibility?

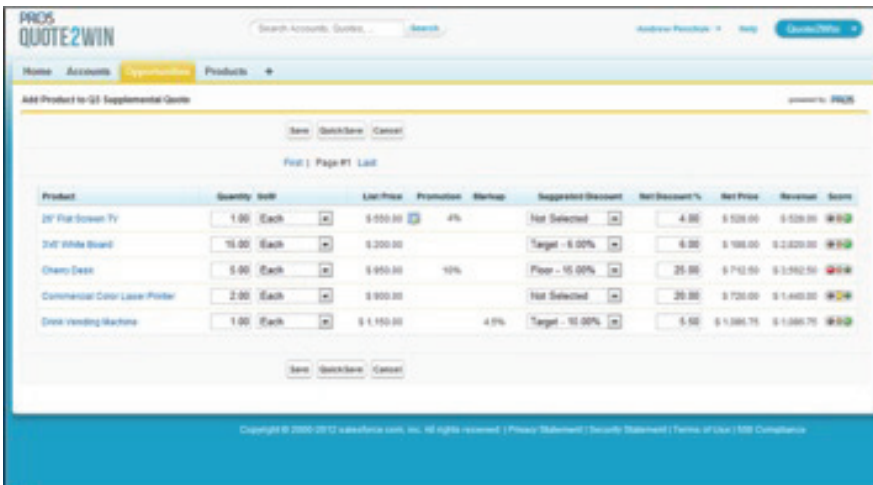
- Capture “game tape” of the rep-customer interaction
- Efficiently provide coaching and feedback
- Quickly build a Best Practices library
- Vorsight decreased new rep on-boarding time by 70%

How much is it?

\$475/year per user

“ Today is all about sales speed and agility.

Time kills deals. With Quote2Win you can get enhanced quoting and easy price management right inside of Salesforce.” -Nancy Nardin



Product	Quantity	Unit	List Price	Promotion	Markup	Suggested Discount	Net Discount %	Net Price	Revenue	Score
20" Flat Screen TV	1.00	Each	\$ 500.00	4%		Not Selected	4.00	\$ 478.00	\$ 478.00	100%
34" White Board	10.00	Each	\$ 200.00			Target - 5.00%	5.00	\$ 190.00	\$ 1,900.00	100%
Chemo Desk	5.00	Each	\$ 900.00	10%		Floor - 10.00%	20.00	\$ 712.50	\$ 3,562.50	100%
Commercial Color Laser Printer	2.00	Each	\$ 900.00			Not Selected	20.00	\$ 720.00	\$ 1,440.00	100%
Drink Vending Machine	1.00	Each	\$ 1,150.00	4.0%		Target - 10.00%	5.00	\$ 1,088.75	\$ 1,088.75	100%

What is it?

The right prices, discounting guidance and promotions for each account automatically added to your quotes

Why Quote2Win?

- Spend less time quoting and more time selling
- Increase accuracy of quotes
- Grow deal size and profitability
- Reps reduce the time it takes to generate a complex quote from weeks to minutes

How much is it?

\$49/month per user

“LevelEleven is really changing the sales contest...

by allowing companies to inject competition in any sales behavior right within Salesforce. If you have trouble with sales reps adopting or using CRM, this is a great tool to use.” -**Nancy Nardin**



What is it?

A gamification application integrated into Salesforce for sales teams

Why LevelEleven?

- Motivate each other to succeed by tapping into salespeople's competitive nature
- Gives companies new ways to motivate salespeople to make more calls, book more meetings, and close more business, which in turn spikes adoption of Salesforce

How much is it?

\$8-12/month per user

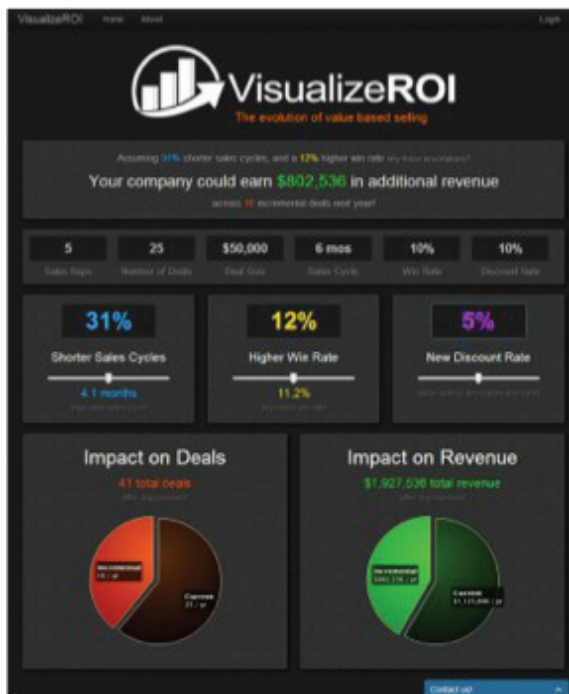


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Sales Productivity
www.visualize-roi.com

“ People don’t buy products, they buy value.

Because buyers are busier than ever, you have to help them figure this out. VisualizeROI does just that. Their solution ensures that reps will sell value consistently and throughout the sales cycle.” -**Nancy Nardin**



What is it?

The easy-to-use, visually engaging approach to helping customers understand financial value

Why VisualizeROI?

- VisualizeROI makes it easy for sales executives and marketing professionals to communicate value propositions to prospects and customers
- It consistently quantifies the value for prospects
- Collaborate with clients around a business case throughout the sales cycle

How much is it?

Varies by services



Chapter 3

Miles' Picks

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Paper.li

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Google+ Hangouts

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Unbounce

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TimeTrade

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Postwire

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WiseStamp

Miles Austin

Sales and Marketing Technologist of Fill the Funnel

@MilesAustin

Miles Austin is “The Web Tools Guy” and popular Seattle Social Media, Social Business and Social Selling speaker. Miles is able to take his audience from the theory to the implementation of the tools and social platforms that are transforming society.

Leveraging his extensive sales and leadership background from Fortune 500 market leaders to three of his own start-ups, he helps his audiences make sense of the rapidly changing business landscape. Miles is also the author of the popular Fill the Funnel blog.

“ Basically paper.li is a content curation service.

It's one of the most productive sales prospecting tools I've ever used.” -Miles Austin



What is it?

paper.li is a content curation service

Why paper.li?

- Inbound and outbound sales reps can use this tool to reflect thought leadership in their industry and build a rapport with prospects
- Users select topics, keywords, industries and key industry influencers and paper.li gathers content and generates a newsletter format on a daily or weekly basis
- Distributed through social media

How much is it?

FREE or \$9/month for premium version



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Sales Productivity
google.com/learnmore/hangouts

“ Who’s it for? Anyone and everyone.

It’s a way to maintain constant contact with your customers. It’s literally the next generation of online chat.” -Miles Austin



What is it?

Online chat enhanced with high definition chat and video

Why Google+ Hangouts?

- Keep in constant contact with prospects or hold interactive webinars and demos
- Answer questions for clients and customers or hold training sessions

How much is it?

FREE with a Google+ account

“ I thoroughly enjoy Unbounce because I am not a web designer.

It's designed to make a quick and easy landing page for very specific activities. I really like it because each individual sales rep can do their own and generate their own leads.” -Miles Austin

The centerpiece of the Unbounce landing page platform is the **Editor** and it's pure web-based marketing innovation. Editing your landing pages has never been so easy!

A/B Test Centre
Manage the different variants of your page

Current Champion	Weight	Visits	Clicks	Conversion Rate	Confidence
A Unbounce Beta Page Updated 2 minutes ago	60%	20	3	15.00%	
Challenger Page Variants					
B Video Version Updated 4 minutes ago	20%	0	0	0.00% no traffic	0%
C Alternate CTA Updated 3 minutes ago	15%	0	0	0.00% no traffic	0%
E No Navigation Updated 2 minutes ago	5%	0	0	0.00% no traffic	0%
D Bigger Button Updated 2 minutes ago	0%				

A/B testing lets you find out what your customers think, and allows you to prove which version of a page converts better. Unbounce makes it fast and simple to see results.

What is it?

Unbounce is a landing page creation platform that can be used for individual sales reps

Why Unbounce?

- Publish a landing page to drive traffic and generate your own leads rather than wait for leads to come from corporate or marketing
- Create the landing page for new product roll outs or upcoming tradeshows and direct new leads to your phone number or email address

How much is it?

Starting at \$49

“ TimeTrade has become my #1 used and most productive tool...

of all of the web tools we use. It ends that time-sucking, opportunity-losing challenge of scheduling a meeting convenient to both parties. If you're not using TimeTrade for sales you're missing the boat and leaving sales on the table.” -Miles Austin

Select Date and Time

December 2012 < > Week Month Time Zone (-08:00) Pacific Time

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
					7 Available	
23	24	25	26	27	28	29
	7 Available	7 Available	7 Available	7 Available	7 Available	
30	31	1	2	3	4	5
	7 Available	7 Available	7 Available	6:30 AM 7:30 AM 8:30 AM 10:00 AM 11:00 AM 12:00 PM 1:00 PM	7 Available	

Back powered by timetrade Continue

What is it?

It is a 24/7 prospecting tool that can be put to work right away on a website, in personal and campaign e-mails, and through social media outreach

Why TimeTrade?

- Sales reps can give prospects or opportunities a unique link to their calendar where they can book a meeting that applies to their schedule
- TimeTrade fully integrates with Salesforce.com by routing new appointments and updating the Salesforce.com contact or account record with a new activity

How much is it?

FREE to \$49/user per year



“ Postwire is a tremendous tool...

that allows you to manage, communicate and in my opinion, give real value to your existing clients and prospects. It allows reps to create a page with shared documents in a very nice, neat presentation.” -Miles Austin

Getting Started with InsideView Resources Center

0 Comments

The ULTIMATE GUIDE: How to Use InsideView for Social Selling

Added 1 week ago

Attend Free InsideView Training

Click here to attend FREE InsideView Training!

Added 1 week ago

The Lead Qualification with Sales Intelligence Playbook

Added 1 week ago

10 Steps to Getting Started with InsideView PRO

Getting Started with InsideView PRO (applies to TEAM licenses as well)

Added 1 week ago

Utilize the Full Power of Your Network Through InsideView Connections

Added 1 week ago

How to Use InsideView

Kevin Baldacci

I am responsible for creating engaging content for InsideView (ebooks, guides, webinars) to drive new leads. As one of the admins of Marketo here at InsideView, I am responsible for nurturing leads generated through social marketing.

Social Marketing Strategist at InsideView

✉ kevin.baldacci@insideview.com

📞 (925) 548-4615

What is it?

Private content sharing resource page

Why PostWire?

- Postwire allows sales reps to create a single domain of collected videos, photos and web links to share with their customers or prospects
- Create a page that can be shared so that prospects can know everything about you, your company or your product
- Create a resources page from Postwire for each customer you onboard

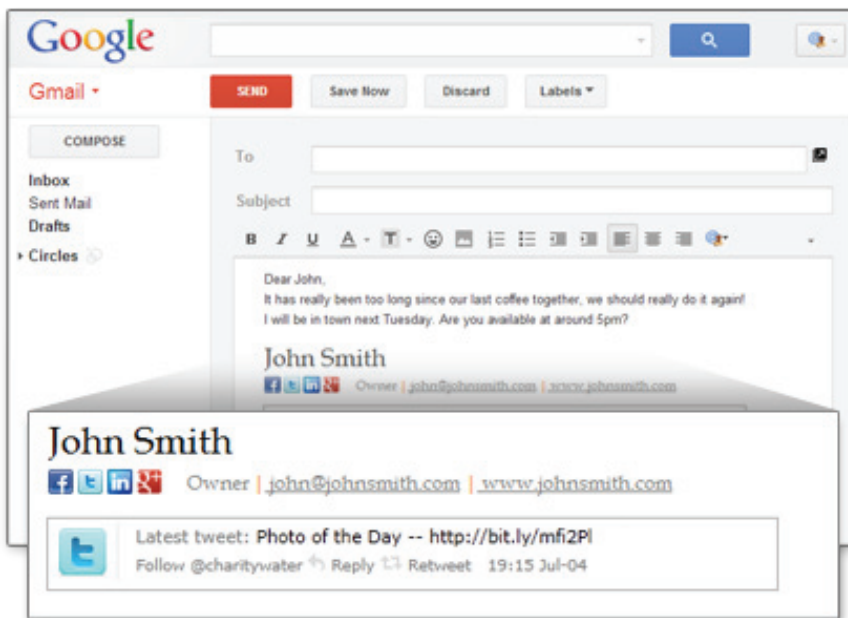
How much is it?

FREE to \$19/user per month



“WiseStamp blew me away.

I believe the most valuable part of real estate, for everyone in sales, is your email signature. WiseStamp allows you to customize your email signature based on the recipient.” **-Miles Austin**



What is it?

Customized email signatures based on recipient

Why WiseStamp?

- Personalize your email signature with footers, social apps, contact information or quotes
- Sales reps can create multiple WiseStamp email signatures and rotate them based upon whether they are talking to a customer or prospect
- Include apps on your email signature such as Twitter, TimeTrade, WordPress and even Random Quotes!
- Always give prospects the information they need in an email

How much is it?

FREE to \$48/user per year



Chapter 4

Brian's Picks

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Rapportive

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Newsle

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Storify/Scoop.it

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Reachable

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Nimble

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Crushpath

Brian Vellmure

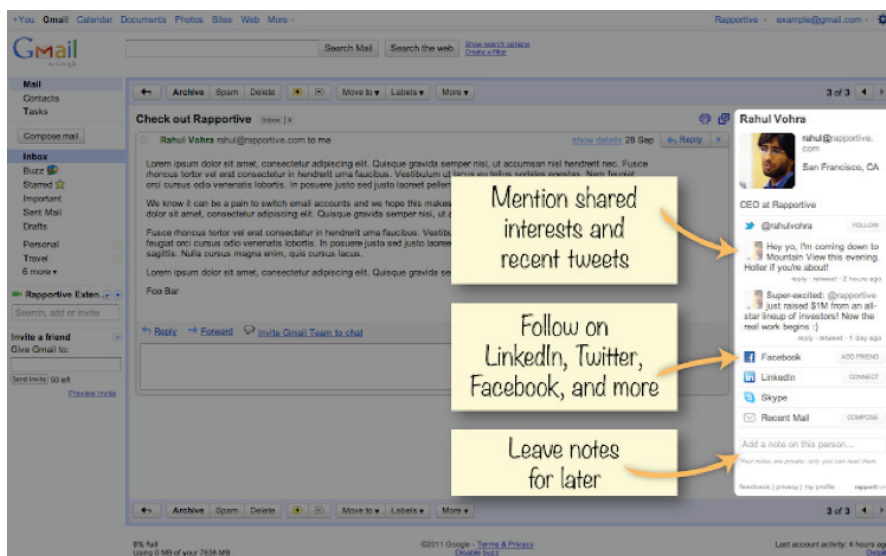
CEO/Founder of Initium LLC/Innovantage
@BrianVellmure

For much of the last two decades, Brian has been helping B2B and B2C organizations across a variety of industries and sizes accelerate growth through customer focused transformation initiatives. He is an accomplished business leader, management consultant, keynote speaker, and an award winning syndicated blogger.

Brian often serves as an expert advisor for technology vendors and their customers, providing thought leadership content, and market and product strategy guidance. Clients include IBM, SAS Institute, NICE Systems, Eloqua, Avaya, Marketo, SugarCRM, InsideView, Focus.com and Genius.com.

“ We’re in an era of getting better context...

of who our customers, partners and prospects are. Rapportive is about as simple as it could be. It gives you greater context of the people that you are emailing using Gmail.” -**Brian Vellmure**



What is it?

Rapportive is a tool that is embedded within your Gmail account that allows you to receive greater context of who you are emailing

Why Rapportive?

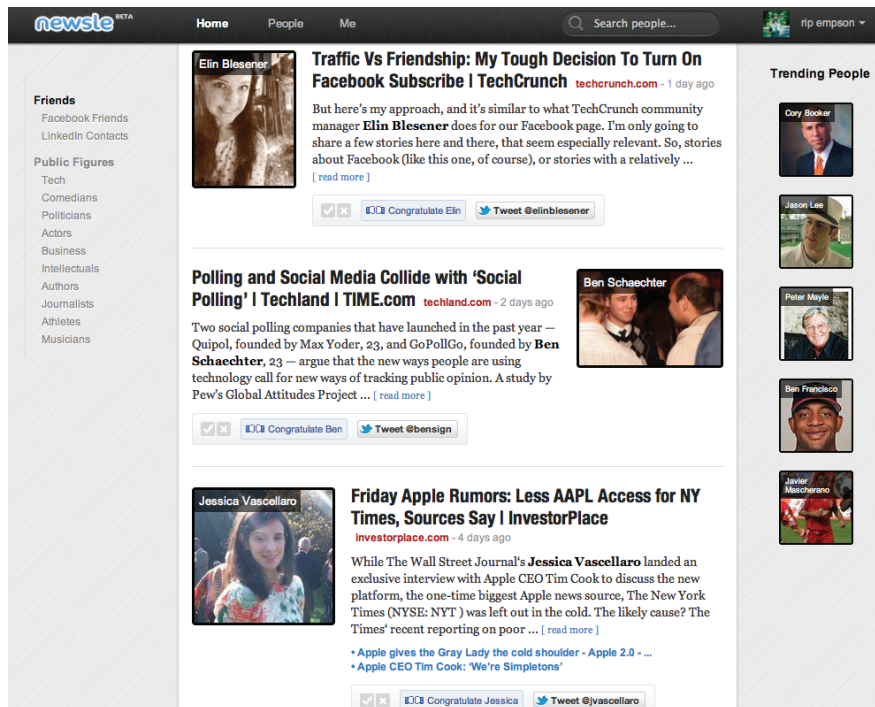
- See where they are, what company they work for, a link to their LinkedIn profile
- Use Rapportive to establish a rapport and gain sales knowledge of your prospect or customer

How much is it?

FREE

“ I’ve found a lot of value in this tool called Newsle.

You get notified any time someone in your network is in the news. It helps you with awareness of what’s going on and follow up with any prospects or partners.” -**Brian Vellmure**



What is it?

Newsle tracks anyone you know within your social media networks and notifies you whenever they are in the news

Why Newsle?

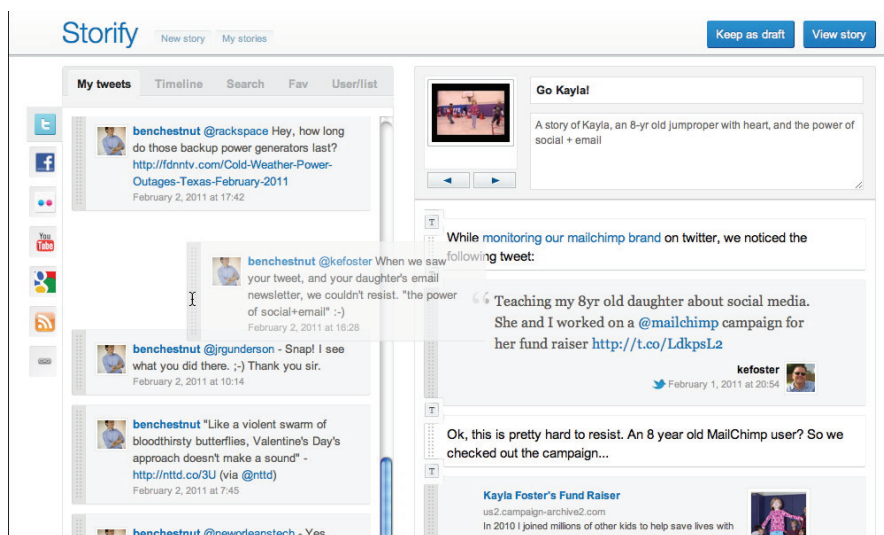
- You can follow your Facebook friends, LinkedIn contacts, prospects, customers or colleagues
- Build a rapport with a customer or prospect by always knowing what is going with them
- Use Newsle to identify trigger events

How much is it?

FREE

“ If you’re in sales for any kind of time,

you know you need to establish yourself as a trusted advisor. Scoop.it and Storify is a way to curate content and establish yourself as a thought leader in your industry.” **-Brian Vellmure**



What is it?

Social content curators that allow you to create a whole story from a group of posts

Why Storify and Scoop.it?

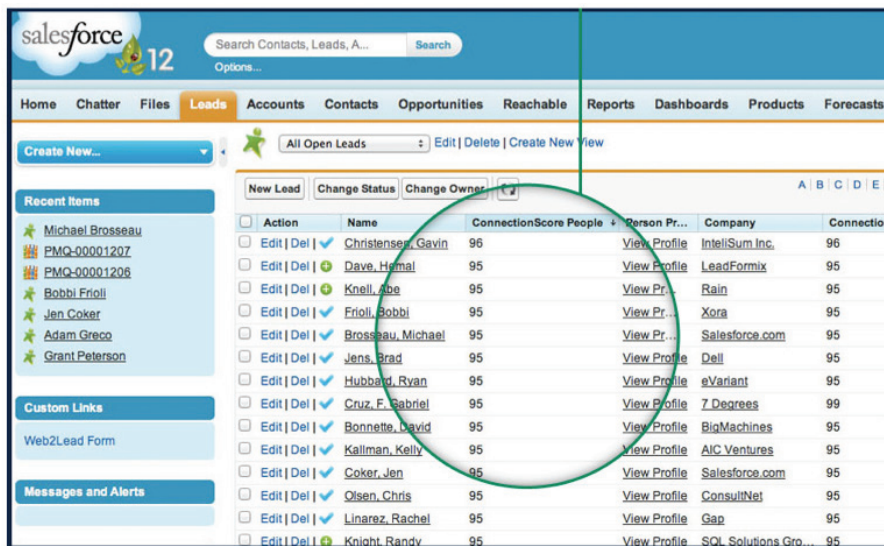
- Curate value and content for your prospects or customers
- Attract a following and build a network based upon the content you curate and distribute

How much is it?

FREE

“ Reachable has an algorithm that finds out...

your connections strength within certain organizations. It helps you navigate your network quickly and more efficiently to get to the right people and the right decision makers.” -**Brian Vellmure**



Action	Name	ConnectionScore	People	Person Pr...	Company	Connection
<input type="checkbox"/> Edit Del	Christensen, Gavin	96		View Profile	IntelSum Inc.	96
<input type="checkbox"/> Edit Del	Dave, Hama	95		View Profile	LeadFormix	95
<input type="checkbox"/> Edit Del	Knell, Abe	95		View Pr...	Rain	95
<input type="checkbox"/> Edit Del	Frioli, Bobbi	95		View Pr...	Xora	95
<input type="checkbox"/> Edit Del	Brosseau, Michael	95		View Pr...	Salesforce.com	95
<input type="checkbox"/> Edit Del	Jens, Brad	95		View Profile	Dell	95
<input type="checkbox"/> Edit Del	Hubbard, Ryan	95		View Profile	eVariant	95
<input type="checkbox"/> Edit Del	Cruz, F. Gabriel	95		View Profile	7 Degrees	99
<input type="checkbox"/> Edit Del	Bonnette, David	95		View Profile	BigMachines	95
<input type="checkbox"/> Edit Del	Kallman, Kelly	95		View Profile	AIC Ventures	95
<input type="checkbox"/> Edit Del	Coker, Jen	95		View Profile	Salesforce.com	95
<input type="checkbox"/> Edit Del	Olsen, Chris	95		View Profile	ConsultNet	95
<input type="checkbox"/> Edit Del	Linarez, Rachel	95		View Profile	Gap	95
<input type="checkbox"/> Edit Del	Knight, Randy	95		View Profile	SQL Solutions Gro...	95

What is it?

Reachable is a social business solution that enables professionals and organizations to share and leverage their collective relationships within organizations

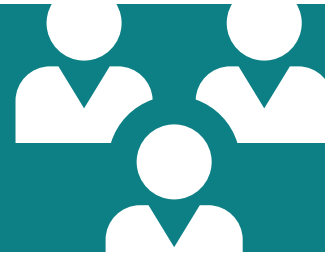
Why Reachable?

- Leverage your network to accelerate sales and find decision makers to whom you are connected within companies
- Reachable consolidates your contacts from various sources and social networks
- Ranks your leads, opportunities and accounts based on social proximity and the strength or relationships
- Integrates with Salesforce

How much is it?

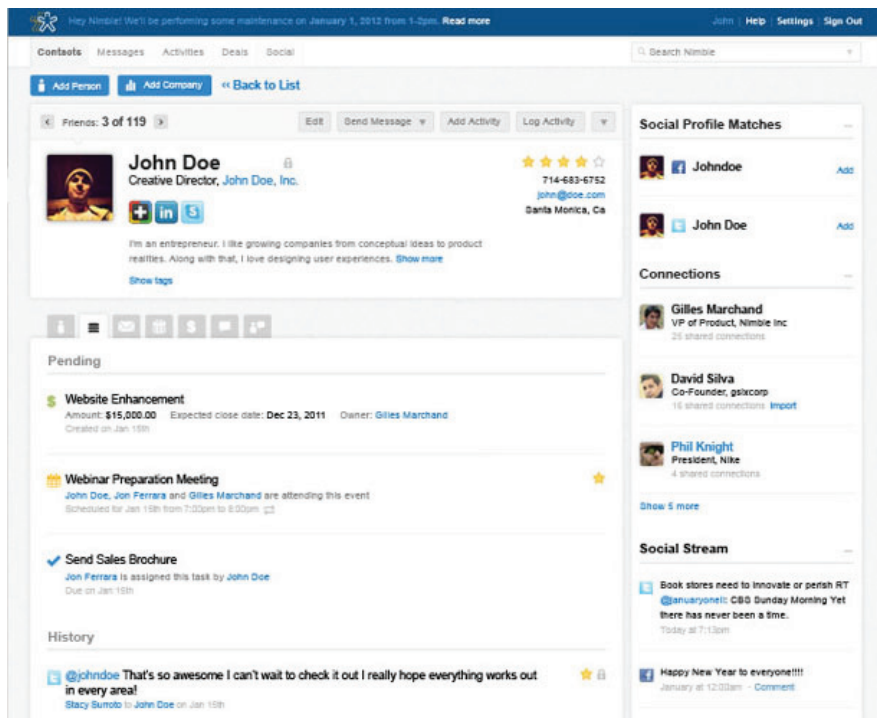
FREE - Pricing with Salesforce depends on solution

32 Sales Tools for 2013 © InsideView 2012 | Share this guide!



“ If you’re leveraging social networks for sales interactions...

you need to take a look at Nimble. It aggregates profiles and interactions with a list of history activities that have a nice, clean user interface.” -**Brian Vellmure**



What is it?

Social relationship management

Why Nimble?

- Nimble is the only solution to offer small businesses the best features of high-end CRM systems combined with the power of social media
- Great for sales reps that are socially active
- Currently partnering with a number of social applications that are being embedded into the product

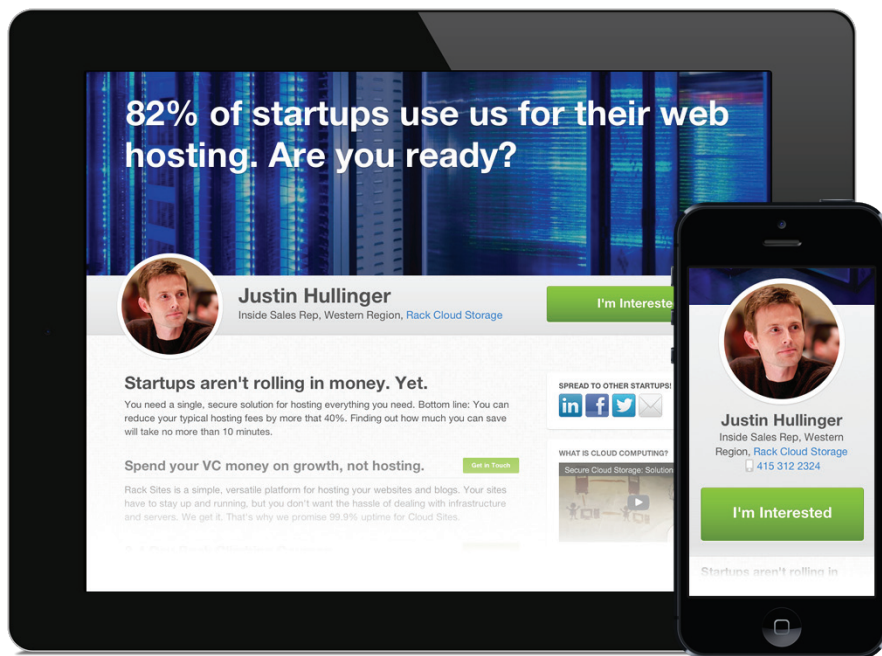
How much is it?

\$15/user per month



“Crushpath essentially created three great pillars...

to simplify lead generation by allowing a sales rep to quickly get their own quality lead generation site up and running in literally seconds.”
-Brian Vellmure



What is it?

Lead to close deal management

Why Crushpath?

- Reps can use Crushpath to create their own “sales pitch” site and generate new leads
- Customize your site with your own photography, video and messaging for customers and prospects to interact with
- Interested customers can contact a sales rep and automatically become a lead

How much is it?

\$59-\$99/user per month



Chapter 5

Matt's Picks

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[Buffer](#)

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[TweetAdder](#)

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[Contactually](#)

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[Data.com](#)

Matt Heinz

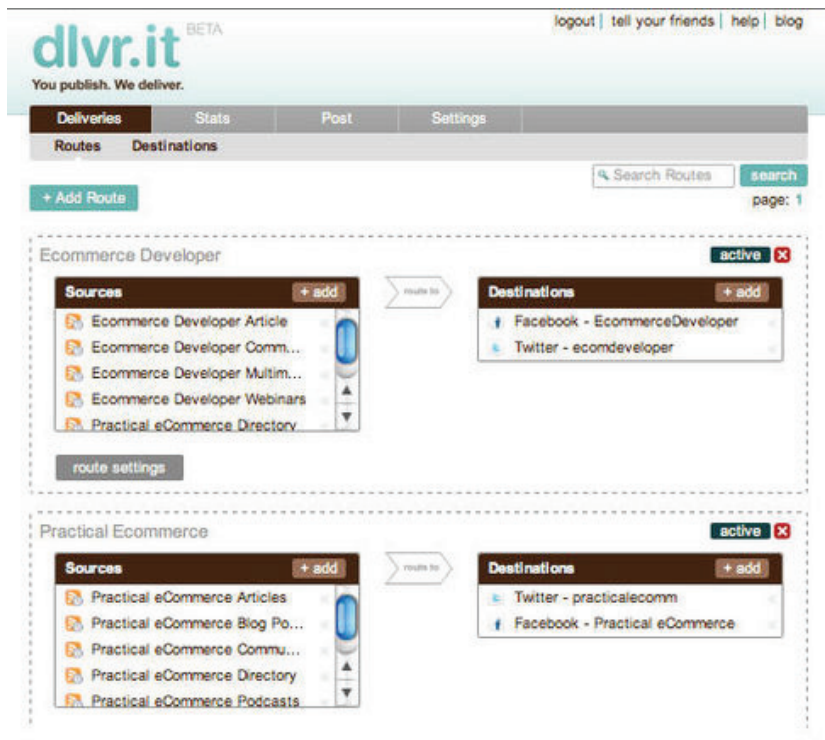
President of Heinz Marketing
[@HeinzMarketing](#)

Matt has more than 12 years of marketing, business development and sales experience from a variety of organizations, vertical industries and company sizes. His career has focused on delivering measurable results for his employers and clients in the way of greater sales, revenue growth, product success and customer loyalty.

In 2007, he began Heinz Marketing to help clients focus their business on market and customer opportunities, and then execute a plan to scale revenue and customer growth.

“ Imagine every sales rep on your team creating...

a feed of articles from your company's blog. dlvr.it with LinkedIn is a natural, automated drip campaign from your sales team to their prospects without really doing anything. It's awesome.” -**Matt Heinz**



What is it?

Content syndication from your blog to your LinkedIn profile

Why dlvr.it?

- dlvr.it helps publishers deliver their content to the social web, including Twitter and LinkedIn
- Sales reps “connect” with new leads on LinkedIn. Content then automatically populates to “Update” fields moving forward

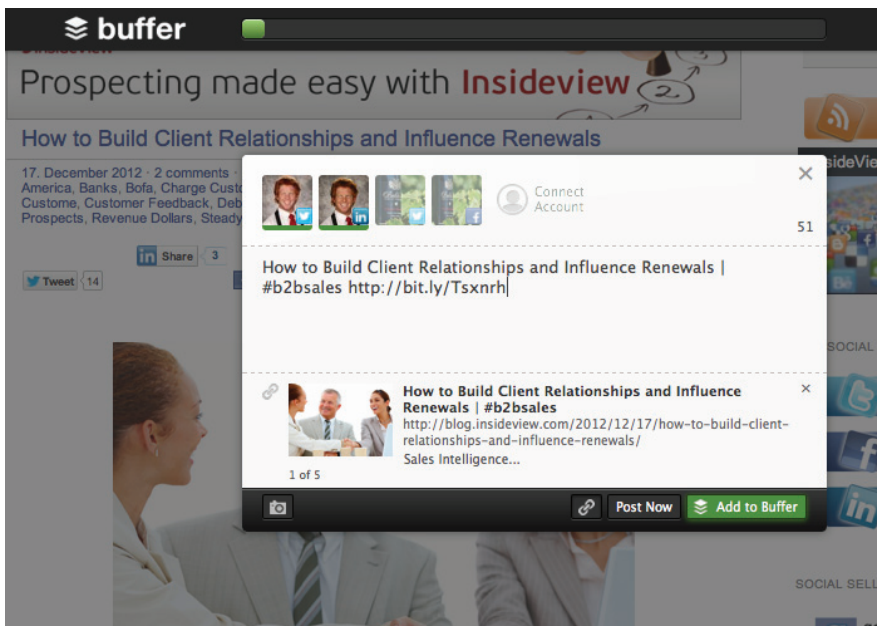
How much is it?

FREE



“ Most sales reps that I know that are really good at social selling...

are not creating a lot of content; they are curating a lot of content. Buffer allows you to queue up content and share via social media. It's a great way to create a following and show that you are way more active in these social networks than you actually are.” -**Matt Heinz**



What is it?

Automated throttling and distribution of curated content to up to 20 social channels

Why Buffer?

- Identify valuable content worth sharing on Twitter, Facebook, LinkedIn (including groups)
- One-click to share & choose appropriate channels
- Automatically queues content for future distribution

How much is it?

FREE or \$20/month



tweet adder
get more followers, instantly

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Business Development
www.tweetadder.com

“ I use TweetAdder and love it.

If you want to follow everyone that uses a specific hashtag or that is from a certain area or company, go to TweetAdder and you can follow them. It's a great way to build a network of people within your industry and with whom you share common interests.” -**Matt Heinz**



What is it?

Automated Twitter management software

Why TweetAdder?

- Identify and follow prospective customers based on profile keywords, hashtags, associations and more
- Grow your number of followers
- Throttle the follows, automate activity & searches
- Works best with actively curated Twitter feeds

How much is it?

\$29 to \$118 (one-time cost)



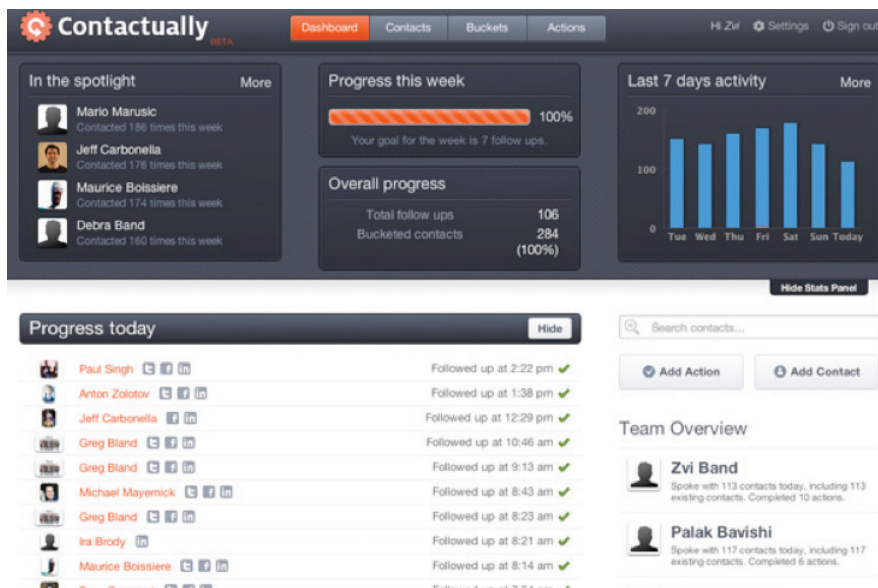
Contactually

27

Sales Productivity
www.contactually.com

“Contactually is a great tool...

that will help you automate some of the reminders you have on your email. It researches the index of emails you receive and then alerts you of 5-7 people you should follow up with that morning.” -**Matt Heinz**



What is it?

Email relationship management

Why Contactually?

- Stay more actively in touch with prospects, based on past email activity
- Researches & indexes your email automatically
- Receive daily alerts to people you need to follow-up with
- Paid version includes signature scraping, social conversation tracking and more

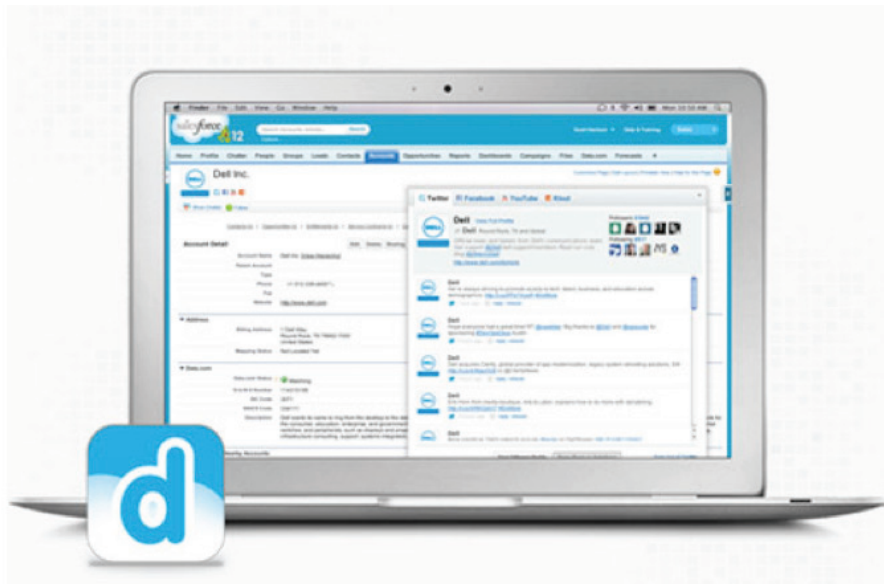
How much is it?

FREE or \$19/month



“ Everyday there are people that get new jobs...

that have the titles that you care about. Set up searches using Data.com to find out when your prospects or target decision-makers get new jobs or title changes. Love this tool.” **-Matt Heinz**



What is it?

Salesforce.com's database of sales contacts and companies

Why Data.com?

- Be the first to know when new prospects are added to the database
- Create searches in Data.com for your industry, target decision-makers, etc.
- Save the search, and check to be alerted when new search results appear

How much is it?

FREE



Chapter 6

Koka's Picks

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Sprout Social

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Slideshare

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Hootsuite

Page 40
IFTTT

Koka Sexton

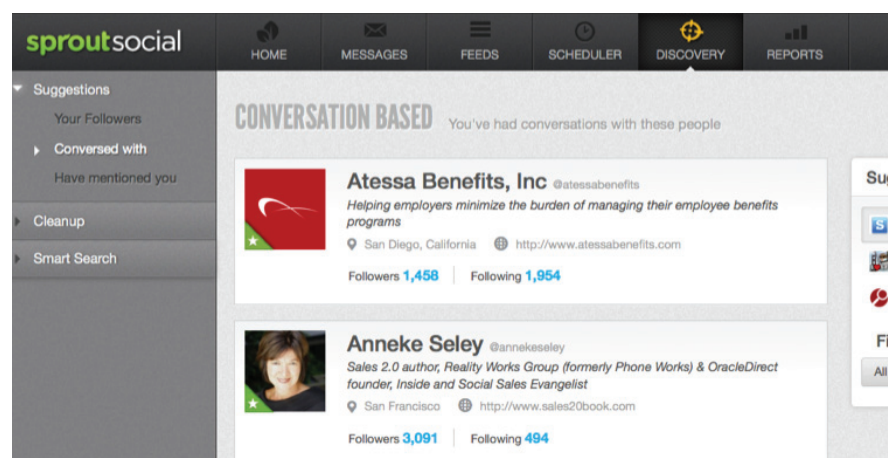
Director of Social Marketing at InsideView and Founder of Social Selling University
@kokasexton

Koka Sexton is one of the most recognized social experts in the technology industry. With ten+ years of sales experience and a passion for social media, Koka is the perfect evangelist for social selling, a topic that he promotes through national speaking engagements and InsideView's newest social media endeavor: Social Selling University.

Koka's expertise extends beyond his endless knowledge of social networks into his skill at employing them to drive lead generation, create new opportunities, and engage customers.

“ Sprout Social has one of the best features for measuring...

social insights and social traffic. You're really able to dig in and see who does what in these social networks and what impact they're having.”
-Koka Sexton



What is it?

Social media account management

Why Sprout Social?

- Manage multiple social media networks on one platform
- Use the discovery tab to find new prospects within your network that you may know and connect with them via Twitter or LinkedIn
- Sprout Social provides in-depth analytics of your social network

How much is it?

\$39/user for up to 10 profiles



“ I’ve used this as an individual sales rep.

You can make presentations and promote them with your contact information embedded in the slides. What we’ve found out is that people actually reach out to the sales reps because of the content.” -**Koka Sexton**



What is it?

Presentation sharing site

Why Slideshare?

- Use Slideshare as a lead generator by sharing presentations with prospects through social media or embedded within your LinkedIn profile
- Share PDFs using Slideshare and distribute the link
- Embed your contact information in the presentations and generate your own leads

How much is it?

FREE



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Social Selling
www.hootsuite.com

“Hootsuite is another great social aggregating platform.

With Hootsuite's streams, you're able to get an in-depth look at everything going on within your social streams.” -Koka Sexton



What is it?

Social account management

Why HootSuite?

- Build streams of specific hashtags and people and keep your ear to the ground of what is going on with prospects and customers
- You can't tweet all of the time. Hootsuite has a bulk scheduler that allows reps to schedule up to 50 tweets at a time
- Very easy to multi-task with social media

How much is it?

FREE



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Lead Generation &
Business Development
www.ifttt.com

“ IFTTT is one of the those tools that I think is extremely...

under-recognized by the sales industry. From a sales perspective, you don't want to find then schedule out everything to tweet or share. Using IFTTT, you're able to automate a process of sharing within your social networks based on a series of rules and automation streams.”

-Koka Sexton

The screenshot displays three automation recipes in the IFTTT interface:

- Recipe 1:** **if** [SMS icon] **then** [Elephant icon].
Trigger: Send ifttt any text message from [redacted].
Action: Create a link note in your notes.
Status: created about 1 hour ago, last triggered 41 minutes ago, triggered 1X.
- Recipe 2:** **if** [Calendar icon] **then** [Dropbox icon].
Trigger: Every month on the 3rd at 02:00 PM.
Action: Add file from URL to Josh Haas's dropbox.
Status: created about 1 hour ago, last triggered Never.
- Recipe 3:** **if** [Email icon] **then** [SMS icon].
Trigger: Send trigger@ifttt.com an email tagged from [redacted].
Action: Send me a text message at [redacted].
Status: created about 2 hours ago, last triggered about 2 hours ago, triggered 4X.

What is it?

If this, then that simple coding recipes that create automations

Why IFTTT?

- Use IFTTT as an automation tool for social media
- Create sharing streams through a series of channels including: LinkedIn, Twitter, bitly, Box, Hootsuite, Yammer and more
- Turn normal internet activity into social content and develop a following via social media

How much is it?

FREE

Tools

By Category

Business Development

Buffer
dlvr.it
IFTTT
paper.li
Scoop.it
Storify
TweetAdder
Unbounce

Collaboration

Postwire
WiseStamp

E-Signatures

Docusign

Lead Generation

Crushpath
IFTTT
InsideView
Kred for CRM
Radius Intelligence

Sales Gamification

LevelEleven

Sales Intelligence

InsideView
Kred for CRM
Newsle
Radius Intelligence
Rapportive

Sales Performance Improvement

Qvidian
TeamVisibility

Sales Productivity

Connect and Sell
Contactually
Data.com
Google+ Hangouts
Reachable
Salespod
TimeTrade
Visualize ROI

Social CRM

Nimble

Social Selling

HootSuite
Slideshare
SproutSocial