

# The Sales Pipeline

## Prospecting stage - Free Leads

I look forward to newsletters that have timely and useful lessons in them to help me do my job smarter by getting me to think about new ideas. This cover story is aimed directly at getting you free leads and in the process teach you more about what I can do for you. I have been integrating business data and applications for over 25 years and wanted my first lesson to reflect a simple example that should help to grow your sales pipeline, revenue and of course profit.

I am a data geek to the core and this is a "basic" level 100 example. This is not a general article on what is possible, but a "Do It Yourself" (DIY) hands on article. The only requirements are a computer, internet connection, internet browser, notepad and your Customer Relationship Manager (CRM). If you don't have a formal CRM application, no worries, use what you have; Outlook, Spreadsheet, Access database or custom application. I can also help you get a "free trial" of one of the many CRM applications, so just ask.

Start by opening your Internet Browser; Internet Explorer, Google Chrome, Firefox or Safari. Then navigate to the following web address:

<http://maps.google.com/>

Pipeline total is \$7,925K



Opportunity size in \$1K

Figure 1 General Sales Pipeline Data Chart

Now in the Google Maps search text box, type in "data mining near carmel, in 46032" and press the enter key.

You should now see the following screen shot in Figure 2 with the Google Map results.

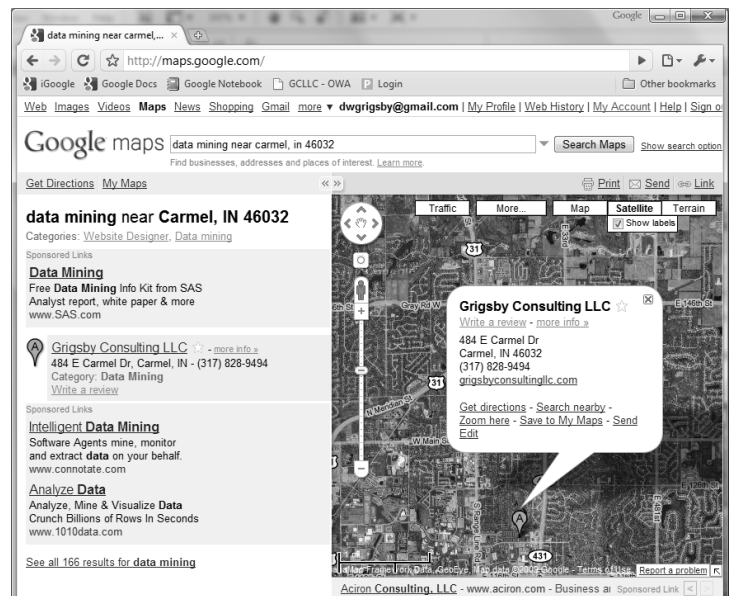


Figure 2 Google Map Results

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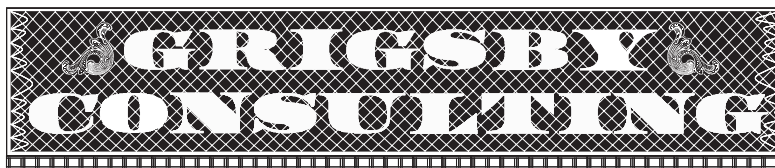
### Check List

Quarterly "To Do's"

### Next Quarter's Newsletter

Is that document signed yet?  
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**Newsletter:**

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**Speaking:**

David W. Grigsby enjoys speaking at conferences, user groups or special interest groups. He enjoy's speaking to both large and small audiences. David is always interested in honing his speaking and presentation skills and enjoys the opportunity to speak at your conference or for your group. David is a geek at heart and loves showing off the latest shinny gizmo and software integration.

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**"Grigsby's Imagineering and Change Agent Technologies Integrated"**, a Grigsby Consulting LLC brand presented by dgrigsby



David W. Grigsby is dgrigsby  
Gregarious Artistic Technologist

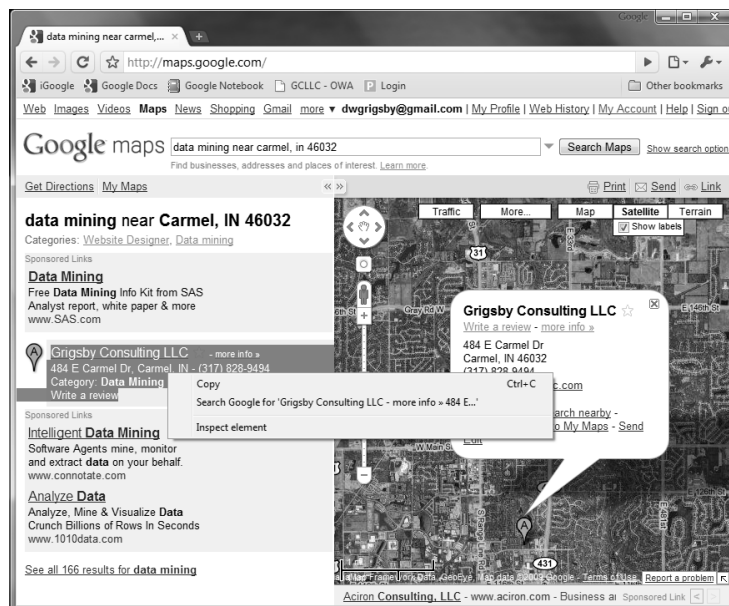


David W. Grigsby, Consultant  
Self Portrait - Stipple / Hedcut



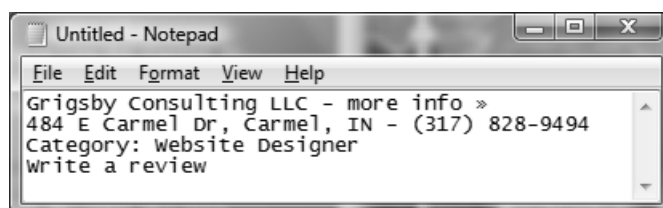
**[Continued from Page 1]**

Now you can highlight/select the company info text for "Grigsby Consulting LLC" in the left pane with your mouse and copy it. For Microsoft Windows systems, this is the Ctrl-C accelerator key combination, or a right click on the mouse after the text is high lighted and select copy from the in place drop down menu. You should now see the following screen shot in Figure #3 High light and copy company data.

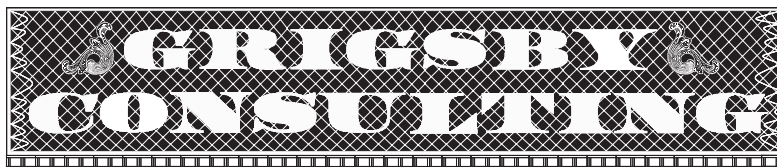


**Figure 3 High light and copy company data**

Now open Notepad from the Windows start->all programs->accessories menu. Now Paste the copied HTML into Notepad, which leaves you with just the text data because it removed all the HTML formatting. This is an easy way to "cleanse" the data. For Microsoft Windows systems, this is the Ctrl-V accelerator key combination, or a right click on the mouse in the Notepad editor area and select paste from the in place drop down menu. You should now see the following screen shot in Figure #4 Notepad with the pasted text data.



**Figure 4 Notepad with pasted text data**



[Continued from Page 2]

Also notice you can select the "more info >>" from the list or balloon. You should see the following screen shot in Figure #5 "more info >>" from the balloon or list.

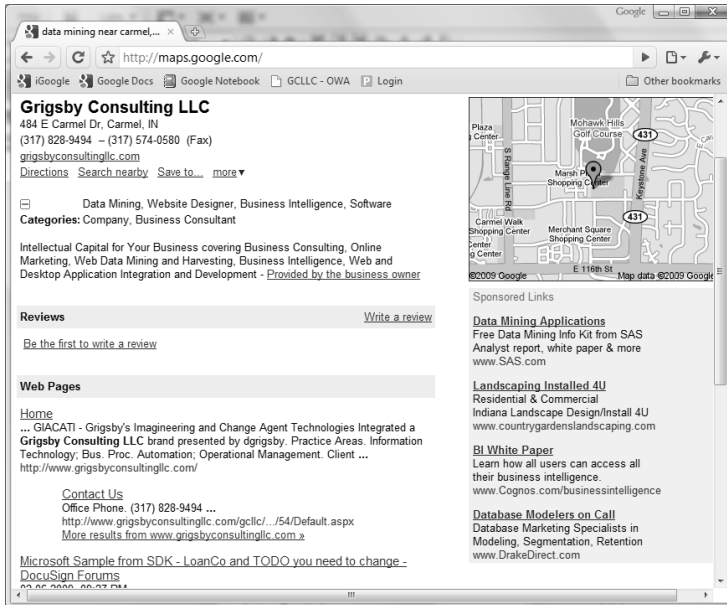


Figure 5 "more info >>" from the balloon or list

Now open your CRM application. Then copy and paste the data from notepad into the fields. I use and develop on Salesforce, so I have the below example screen shot in Figure #6 - Salesforce Lead.

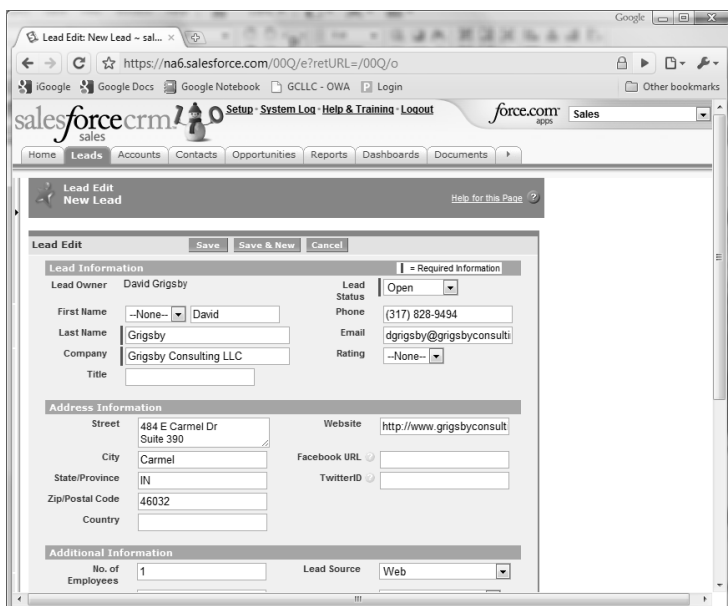


Figure 6 Salesforce Lead

Now of course doing that many times over to get your leads will be time consuming and prone to error. Fortunately Google and Salesforce, like many online(cloud) applications provide software developers an application programming interface (API) to use like Figure #7. That's where I come in, I can develop the integration between the on-line data source, Google Maps in this case, and your CRM application, Salesforce in this case, using their API's and all you do is specify the parameters like business type near the location you want in the software I develop and it does the rest - lookup, copy and paste.

I hope this helps you get free leads and understand what I can do! Lets discuss your ideas as I know of many free or fee based data resources.

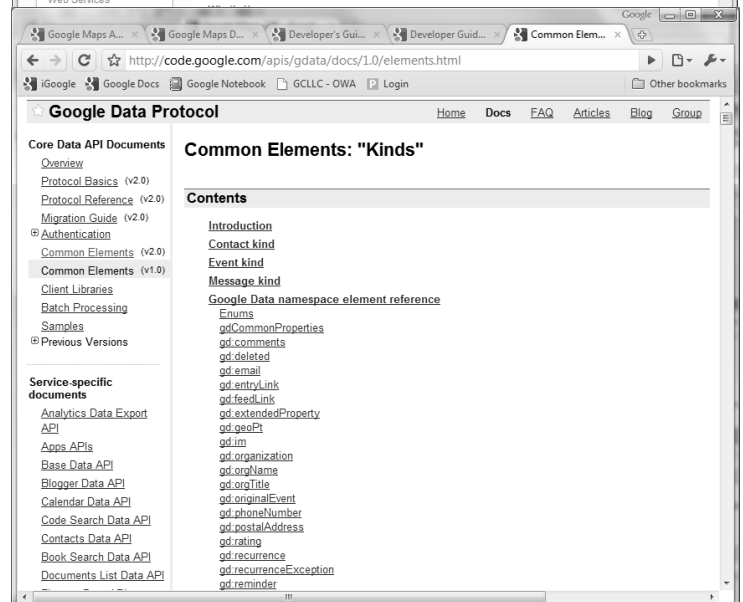
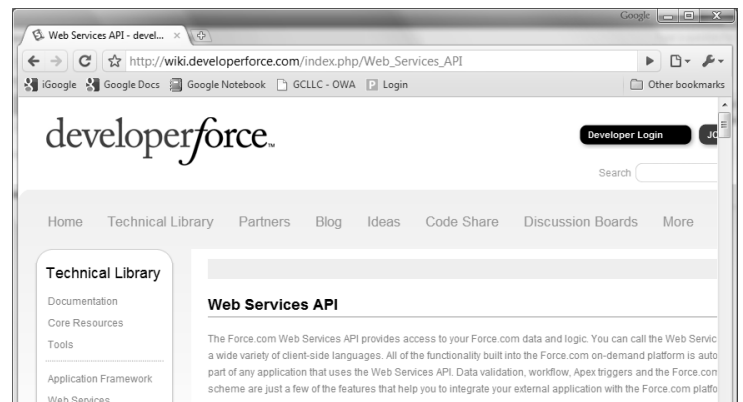


Figure 7 Salesforce and Google API's



**Interact and Network with David W. Grigsby online at the sites below:**

- <http://www.linkedin.com/in/dgrigsby>
- <http://www.facebook.com/dgrigsby>
- <http://twitter.com/dgrigsby>
- <http://dgrigsby.spaces.live.com>
- <http://dgrigsby.blogspot.com/>
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- <http://www.myspace.com/dwgrigsby>
- <http://www.programmableweb.com/profile/dgrigsby>
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- <http://www.openforum.com/dgrigsby>



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## Quarterly "To Do's"

### Content

- **Update website content**  
ex. Update links, news, products
- **Update sales campaign**  
ex. Update offers, landing pages
- **Update touch points**  
ex. Update email signatures
- **Update print media**  
ex. Update brochure, newsletter
- **Verify above are all insync**  
ex. Tag line, products, phone #

### Contacts

- **Update Networks and Reciprocate**  
ex. LinkedIn, Facebook, Twitter, etc.
- **Update Lead/Contact (CRM) DB**  
ex. Outlook, Salesforce, SugarCRM
- **Verify data elements are insync**  
ex. email, birthday, role, address

**Grigsby Consulting LLC provides "Intellectual Capital for Your Business" by leveraging David Grigsby's skills and experience with software, technology and business process integration.**