

DISCOVER APPS & PLUGINS FOR SALES/PROSPECTING - CHEAT SHEET

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ENJOY!! :)

SECTION 1: SALES & PROSPECTING

1. Google Advanced Search - https://www.google.com/advanced_search
 - a. Insert 'OR' between words to search multiple keywords
 - i. meeting OR convention OR conference
 - b. Use 'location:' to narrow down searches to particular states, cities, counties, regions, etc.
 - i. location:texas
 - c. Use 'related:' before a website URL to find potential related businesses
 - i. related:toughmudder.com
 - d. Conduce global site searches using 'site:' to find pages, PDF, events
 - i. site:texasfarmbureau.org meeting 2018
 - e. Use 'filetype:' to narrow your search and find powerpoints, PDFs, word docs, etc.
 - i. filetype:pdf 2019 annual meeting rfp
2. Hunter - <https://www.hunter.io>
 - a. Free & Paid Web Application + Chrome Extension
 - b. Locate email addresses, names and titles for specific company URLs
 - c. Export to CRM
3. MailTrack - <https://www.mailtrack.io>
 - a. Free & Paid Web Application + Chrome Extension + Google Add-On
 - b. Real-time email tracking of your outgoing emails, shows what the other person is doing on the other end (i.e opening, clicking, not reading, forwarding, etc.)
4. LinkedIn Sales Navigator (formerly Rapporative) - <https://www.linkedin.com>
 - a. LinkedIn Sales Navigator - Paid
 - b. Sales Navigator Chrome Extension - Free
 - c. Gives you insights on prospects pulled directly from their LinkedIn profile, see your connections, save as a lead (if using Sales Navigator), see company insights
5. Datanyze - <https://www.datanyze.com>

- a. Free & Paid Web Application & Chrome Extension
 - b. An amazing contact/company intelligence tools
 - c. Free version allows you to see company profile, recent mentions in the news, recent public relations, recent Twitter posts, you can see contacts/emails, shared vendors, shared technology stacks
 - d. You can also peak at their Paid Search campaigns, see what they are interested in right now
6. Boomerang For Gmail - <https://www.boomeranggmail.com>
- a. Free & Paid Gmail Add-On
 - b. Four key features:
 - i. Reminders - have the app remind you when to follow-up
 - ii. Follow-up Automation - automatically follow-up with a predetermined email
 - iii. Scheduling - schedule emails to go out at a later date
 - iv. Responsible - which measures and gives you insights on the likelihood of your email being responded to
7. Full Contact - <https://www.fullcontact.com>
- a. Free and Paid Web Application + Chrome Extension + Google Add-On
 - b. Modern day digital rolodex, consolidates contacts across multiple platforms including LinkedIn, Gmail, and Outlook
 - c. Chrome Extension gives you key insights on this prospect/company

SECTION 2: MARKETING & COMMUNICATIONS

1. Nimbus Screenshot - <https://www.nimbusweb.me>
 - a. Free Chrome Extension, Lifetime Paid Version is \$15.00
 - b. Allows you to snap screenshots, webcam recordings, creating GIF's for show and tell
 - c. Save/Share/Slack options to share your captures
 - d. Great for instructional .MP4's, educating people, and presentations
2. Visual Ping - <https://www.visualping.io>
 - a. Free & Paid Web Application
 - b. Allows you to screenshot any webpage and be notified of changes to that page or section within a page; business and personal use cases
 - c. Snapshot a procurement portal page, and announcement, blog or article section
 - d. Monitor changes to competitors pages
3. Vidyard - <https://www.vidyard.com>
 - a. Free & Paid Web Application + Chrome Extension + Gmail Add-On

- b. Online video editing, distribution and tracking platform
 - c. Create videos for sales prospecting, introduction to your destination/organization, how-to's for using your website or CRM, etc.
 - i. Easily rinse-repeat-reuse
 - ii. <https://www.profitwell.com/recover-revenue/nutshell>
 - d. Loom - is a similar competitor
 - e. Wistia - is a better version of YouTube for video playing
4. Grammarly - <https://www.grammarly.com>
- a. Free & Paid Web Application + Chrome Extension + Mac/Windows App
 - b. Automated grammar checker, writing assistant, and plagiarism checker
 - c. Taps into G-Suite, Microsoft Word, social platforms, content publishing platforms, and email programs
5. GIPHY - <https://www.giphy.com>
- a. Free Web Application + Chrome Extension
 - b. Largest database of animated GIFs, very easy to save and share across lots of platforms
 - c. Chrome Extension allows you to drag-n-drop GIFs into your emails
6. Mail Tester - <https://www.mail-tester.com>
- a. Free Web Application
 - b. Allows you to check the spamminess of your outbound emails and their likelihood to be caught by major spam filters out there
 - c. Gives tons of great feedback and recs for better emailing
7. Owletter - <https://www.owletter.com>
- a. Free & Paid Web Application
 - b. Platform allows you to declutter your inbox of all the newsletters you signed up for, it also allows you to monitor competitor newsletters to see what they are talking about

SECTION 3: PRODUCTIVITY & MANAGEMENT

1. Google Keep - <https://www.keep.google.com>
- a. Free Google Web Application + Chrome Extension + Mobile Apps
 - b. My Wife's Favorite App
 - c. Allows you to track tasks, notes and more; share and collaborate with one or many people
2. Lumio - <https://www.lumioapp.com>
- a. Free & Paid Web Application + Chrome Extension

- b. Easily bookmark content, web pages, videos and more around the internet; Hover over content, tag or organize it, save for later or share with a colleague
 - c. Great for organizing research or saving reading material for later
3. Taco - <https://www.tacoapp.com>
- a. Free Web Application + Chrome Extension
 - b. Consolidate tasks from 100's of different task tools (i.e Google, Gmail, Evernote, Trello, etc.) into one location
 - c. When you open a new Chrome tab your upcoming tasks are displayed
4. CloudHQ - <https://www.cloudhq.net>
- a. Free & Paid Sync Options
 - b. Sync popular cloud services into one, the other, or both clouds (i.e Dropbox -> Google Drive)
5. Find My Tab - <https://www.findmytab.com>
- a. I guarantee you have one of these people in your office, or maybe it's you? Someone that always has a million tabs open constantly
 - b. This simple Chrome extension allows you to view and search in a drop down format, much easier to locate rather than jump around
6. Ad Block - <https://www.getadblock.com>
- a. Free & Paid Versions
 - b. Allows you to block different ads that are displayed across websites and social platforms
 - c. Some sites require this to be turned off, but it will block upwards of 90% of advertisements
7. AppSumo - <https://www.appsumo.com>
- a. APP SUMO! Would recommend signing up for their updates
 - b. Website that shares significantly discounted access, sometimes lifetime subscriptions, for pennies on the dollar to some really great tools and services
 - c. DepositPhotos annually gives 100's of credits for dollars
 - d. SEO, Analytics, Research, Productivity are some of the categories of tools that comes out of here