

**"A must-have resource for anyone involved
in sales and business development."**

—Harvey Mackay, New York Times #1 Bestselling Author, Swim With the Sharks

TAKE THE COLD OUT OF COLD CALLING

Web Search Secrets

Know More Than You Ever Thought You Could (or Should)
About Your Prospects, Clients and Competition

Sam Richter
3rd Edition

Includes
Online
Resource
Center

Warm Call Search Engine Tips

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Search Engine Tips

Use the following Warm Calling Web Search Engine Tips to help you quickly find information on companies, industries, and people. Research prospects prior to sales calls, business development opportunities, and existing account meetings. Make a great first impression, boost your credibility, guarantee that your product/service offerings are relevant, and get the information you need to live the Platinum Rule.

Quick Reference Guide ~ General Search Tips

<u>SAM TIP</u>	<u>WHAT TO DO</u>	<u>EXAMPLE</u>
+ OR AND	Use + or AND (most engines use +) between words in a search. Most search engines assume you mean + when entering multiple words.	Plastics + manufacturing delivers results where both words appear somewhere on the page, but in no order.
OR	Use OR to expand your search results. OR is good if you want to expand your search.	Plastics OR manufacturing delivers results in which one or both of the words appear on the Web page.
- or NOT	Use - or NOT (most engines use -) to remove search results. The - must be “touching the work you want to remove.	Plastics -manufacturing delivers results with the word plastics , but removes all results with the word manufacturing .
“Quotation Marks”	Use “quotation marks” around a group of words if you want your results to show those words, in that exact order. Important if searching for a company or a name.	“Plastics manufacturing” delivers results with only the exact phrase “plastics manufacturing,” in that exact order.
Combo Search	Combine +, OR, -, (AND, OR, NOT) and/or quotation marks for better results.	“Plastics manufacturing” + Minnesota OR Wisconsin -Iowa delivers the exact phrase “plastics manufacturing” with the word Minnesota or the word Wisconsin in the results, with none of the results containing the word Iowa .
Word Order	Search engines read left to right, so put your most important words first. If you don’t get the results you want, try switching the order.	Plastics + manufacturing + Minnesota will deliver results ranked differently than Minnesota + manufacturing + plastics .

<p>Cached</p>	<p>Find Web pages that no longer appear (no more “sorry, page cannot be found” errors).</p> <p>When a results page does not appear, click the “Back” button. Find your result, and click the “Cached” link. A picture of what the site used to look like will appear.</p>	<p>Search terms are also highlighted, making finding words and phrases easy. Therefore, even if the Web site does appear but it’s a long page of text, click the “Back” button, then the “Cached” link, and now the words that you’re searching for will be highlighted.</p>
<p>Database or List Of Links search</p>	<p>When you’re looking for a list of companies, names, or industry sources, enter “database” or “list of links” or “membership list” along with the rest of your search information.</p>	<p>Database OR “list of links” OR “membership list” + “plastics manufacturing” will return results, some of which feature a database of names or lists related to the plastics manufacturing industry.</p>
<p>Advanced or Power Search</p>	<p>Click on a search engine’s Advanced or Power Search link or button to refine your search, producing better results. Spend a few minutes filling out the online form and you’ll start to get exactly what you want in the first few result listings.</p>	<p>It takes about five seconds to type words into a popular search engine, but you might get millions of search results. Spend 60 seconds identifying what’s important, and what’s not, using the Advanced or Power Search feature, and you’ll get the results you want.</p>

Quick Reference Guide ~ Google Search Tips

SAM TIP	WHAT TO DO	EXAMPLE
Search Within Results	<p>Scroll to the bottom of a Google search result page and locate Search Within Results. Click the link and enter a new term into the search form.</p> <p>Instead of searching the Web, you'll only search for that term within your original results.</p>	<p>“Medical device industry” delivers hundreds of thousands results. By adding the term “diabetes” in the Search Within Results form, the number of results declines to a few thousand.</p>
Search a Date or Number Range	<p>Enter the terms you're searching for, and then enter a date range separated by two periods (e.g., 1999..2002).</p> <p>Google will deliver results featuring your term(s) but only with pages that also include that date range.</p> <p>Works for number ranges too: e.g., \$100..\$300.</p>	<p>“IBM network security” 1997..2002 delivers only results featuring the phrase “IBM network security,” and only from Web pages that also feature dates between 1997 and the year 2002.</p>
Google Amnesia Assistance – let Google fill in the blanks	<p>If you can't remember part of your search, use an asterisk* and Google will fill in the blanks.</p> <p>Great for name searches, job titles, even e-mail address (e.g. “*@acme.com).</p>	<p>“Anderson * * Associates” delivers results with the first word being Anderson, the last word being Associates, and Google will fill in two words in the middle (because there are two asterisks).</p>
Search a Specific Site	<p>Use Site: and limit your search to a specific site.</p> <p>Great for quickly finding information on a specific company.</p>	<p>“Marketing manager” site:generalmills.com will search for the phrase “marketing manager” but it will limit its search to only the General Mills Web site.</p>
Search for Files	<p>Find files that are posted online using a Filetype: (filetype colon) search followed by the extension.</p> <p>Popular extensions include doc (Word document), xls (Excel spreadsheet), ppt (PowerPoint document), pdf (Adobe PDF file).</p> <p>Remember that Office 2007 adds an X, e.g. pptx, xlsx, docx.</p>	<p>“Lawson software” filetype:ppt will find PowerPoint documents residing in cyberspace that contain Lawson Software. Documents you might find online using different extensions could include sales presentations, company lists, research papers, RFP responses, budgets, forecasts, membership lists, and more.</p>
Local Business Search	<p>Choose the Maps link (above the Google logo). Enter a business type or company name and search for locations.</p> <p>Click the Satellite or Street View tabs to see images of your chosen location.</p>	<p>Enter “advertising agency” + St. Paul, MN in the search field to see a map of St. Paul showing ad agency locations. Click the link on the left side for more information about your chosen company. Or, choose a location on the map itself, click on it, and get details about that firm.</p>

Telephone/Address Search	<p>Enter the name of a person and the area where he or she lives and Google will often provide the person's contact info.</p> <p>Type in a phone number (include the area code and dashes) for a reverse phone directory.</p>	<p>Enter "Joe Smith" + Minnesota and you'll receive a list of phone numbers and addresses for Joe Smiths who live in Minnesota. For best results, remember to use quotation marks around the name.</p>
E-mail New Results	<p>Go to Google Alerts (www.google.com/alerts).</p> <p>Enter search terms, and Google will e-mail you when it finds new information.</p>	<p>For best results, set up your search alerts using Boolean logic. You choose how often you want to receive e-mails. All new sites that Google finds are sent in one e-mail versus separate e-mails for each site.</p>
Google Advanced	<p>Click the Advanced Search link directly next to the Google search button.</p> <p>Enter information in the various fields and make use of the different options to start getting the results you want in the first few listings.</p> <p>Watch carefully as Google automatically builds the complex Boolean search query. Notice how Google uses Boolean and in a short time, you'll have the concept of Boolean searching mastered.</p>	<p>The more information you can enter into the Google Advanced Search resource, the better and more relevant your search results will be.</p> <p>As you watch Google automatically build complex Boolean search queries, you'll learn how Google works and you'll start searching like a professional.</p>
Google Options	<p>Google lets you to sort results in numerous ways, which makes finding the information you want easier.</p> <p>Conduct a regular Google search and on the results page, click the "Show Options" link under the Google logo/search form. Then click on any of the options to sort your results.</p> <p>Click "Related Searches" for results similar to your search. Click "Wonder Wheel" for a graphical representation of your results list and related searches. And click "Timeline" for a historical timeline of events related to your search.</p> <p>After choosing a results sort option, you can click on additional options to further refine your Google results list.</p>	<p>Conduct a Google search on a company name or person's name and on the result list, click "Show Options." The various options allow you to quickly see if there are videos about the company or person, product reviews, and/or if people are talking about the company or person in online forums. Click on "Timeline" to see results related to events in the company's history.</p> <p>Type an industry name in Google (e.g. "plastics industry") and you can see the most recent news, what people are saying about the industry, other related industry topics, and more.</p>
Google Search Assistant	<p>As you type in a search, Google will automatically make suggestions. Click on any of the suggestions to find relevant results.</p>	<p>As you type in a search like "automotive industry" by the time you get to the letter "o," Google has made some highly relevant suggestions.</p>

Quick Reference Guide ~ Yahoo Search Tips

SAM TIP	WHAT TO DO	EXAMPLE
Yahoo Search Assistant	<p>At http://search.yahoo.com, as you type in your search, Yahoo will automatically make suggestions. Click on any of the suggestions to find relevant results.</p> <p>On the results page, click the inverted triangle under the search form to see additional terms and concepts related to your search.</p>	<p>As you type in a search like “Lawson software” by the time you get to the letter “f,” Yahoo has made some highly relevant suggestions.</p> <p>On the results page, when clicking the inverted triangle under the search form, you’ll find some great suggestions related to customers, financials, products, and more.</p>
Company Friend Search – who’s linking?	<p>In Yahoo, type in Link: (link colon) and enter a Web site address into the main search form.</p> <p>On the search results page, click the Inlinks tab. Use the pull-down menu and select “Only From This Domain” to limit your results to only external Web sites. Choose the “Only This URL” pull-down menu to limit your results to only a specific Web page, or choose “Entire Site” to see an entire Web site.</p> <p>As an alternative to Yahoo, try the link tool at www.altavista.com/web/webmaster. Make sure to click the “Don’t return pages within this site” check box to limit your search to external Web pages.</p>	<p>Vendors, customers, associations, and related sites often link to each other. A good way to learn a company’s “friends” is to find other sites linking to your chosen company’s Web site.</p> <p>A link:www.takethecold.com search finds more than 121 sites linking to the Take the Cold Web site.</p> <p>By looking at the list of results, you can find relationships with third parties. In addition, having relevant external sites linking to your Web site is one of the best ways to enhance your natural search engine ranking.</p>
Free-To-Use Articles	<p>Go to http://search.yahoo.com/cc and conduct a search using a broader industry topic. Choose either or both of the check boxes, allowing you to limit your search to articles you can modify, and/or articles you can use for commercial purposes. The results will show content you may use for your company’s marketing/sales material.</p>	<p>Finding content online is easy. Finding content that you can use for your own commercial purposes can be a challenge.</p> <p>Yahoo Creative Commons lets you search for content that you can revise and use for your own marketing and sales purposes, without violating copyright law.</p>

Quick Reference Guide ~ Other Search Engines

<u>SAM TIP</u>	<u>WHERE TO GO. WHAT TO DO</u>
<p>GoogleGuy Compare Google and Yahoo search results.</p>	<p>www.googleguy.de/google-yahoo Enter a search term and compare side-by-side Google and Yahoo results. Note how one search engine typically has indexed more Web sites, and the result ranking can be dramatically different.</p>
<p>Mamma Dogpile Search multiple search engines simultaneously.</p>	<p>www.mamma.com www.dogpile.com A meta-search engine searches the results in multiple search engines simultaneously. A good choice if you're searching a very broad term, and you'd like to see the largest number of varied results.</p>
<p>MSN Industry-related topic search.</p>	<p>www.msn.com</p> <ol style="list-style-type: none"> 1. Enter a broad industry search term. 2. On the results page right-hand side, look at the Related Searches links. 3. Click on a link for results related to that category.
<p>Mool Media Search for news from numerous search engine news sources.</p>	<p>www.mool.com/media</p> <ol style="list-style-type: none"> 1. Enter search terms as you would with any search engine. 2. Instead of searching billions of Web sites, Mool limits its search to news sources.
<p>Clusty Cluster your results to make locating similar sets of information easy.</p>	<p>www.clusty.com</p> <ol style="list-style-type: none"> 1. Conduct a standard search; you'll see your standard results. 2. On the left side, notice how the information is organized into folders and sub-folders. 3. Enter Site: (site colon) followed by a company Web site e.g., site:www.3M.com, and Clusty will sort information from a company's Web site into easy-to-understand folders.
<p>Cuil Increase the relevance of your search results.</p>	<p>www.cuil.com</p> <ol style="list-style-type: none"> 1. Enter a broad search term. 2. On the results page, choose a main category on the top-level menu, or choose a category in the Explore By Category drop-down menu. 3. As you click on sub-categories, notice how the Explore By Category drop-down menu changes. Continue to click through various sub-categories to help you find results relevant to the information you desire.
<p>Exalead Make searching easier with numerous search features all combined into one engine.</p>	<p>www.exalead.com/search</p> <ol style="list-style-type: none"> 1. Conduct a standard search or use Exalead's Advanced Search link, located directly next to the main search button. 2. In Advanced Search, follow the prompts and narrow or expand your search. 3. Click the "preview" button on the results to see what the site looks like. 4. Narrow your search by choosing one of the links on the right side. 5. Make sure to click the More Choices button for additional narrowing options.

Warm Call Tools

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Know More Than You Ever Thought You Could (Or Should):



Successful salespeople know the value of information and how to use it to establish credibility and relevancy with any prospect or existing client. Practice the Platinum Rule and the "Fourth R" and you too can learn more about your clients, prospects, and competition. You too can turn any cold call (meaning any meeting where you're unprepared) into a warm call where you're providing value and solving client issues.

Use the Warm Call Resource Center to find information on companies, industries, and people. In addition, you'll find resources and tools that will help you better practice the "Fourth R" and the techniques taught in *Take the Cold Out of Cold Calling* book and seminars.



Invisible Web
Company Info



Invisible Web
Industry Info



Invisible Web
People Info



Search
Engine Tips



Warm Call
Help Tools

Download Toolbar
(installs in seconds)

Includes Uninstaller

Windows (2000/XP/Vista), Mac, Linux.

Warm Call Resource Center

www.warmcallcenter.com