



# PRE-MEETING RESEARCH AND PREPARATION

Over the years, ShippingEasy has learned a thing or two about finding and getting to know eCommerce business owners. Here are some of our tricks of the trade to help you better connect with eCommerce prospects to walk in the door fully informed and ready to win them over.

## 1. Tools to find new eCommerce prospects

### *Datanyze*

This is our bread and butter lead source. It's a database that lets us pull a lead list at any time using specific parameters (i.e. Magento websites founded 1985-2012 with an Alexa rating of 1-5,000,000), though the subscription price may be cost-prohibitive to USPS reps. Allows you to plug in multiple parameters and it provides you with websites/leads.

### **ReadyContacts**

A little more ad-hoc than Datanyze, this tool uses a more manual approach based on information you provide, to find leads matching very specific parameters. If finding leads requires a bit more digging, this can be a great source of finding manually-intensive information.

### **JS JUNGLE SCOUT**

This is actually a tool for Amazon sellers which reports on trends and popular items on Amazon. This allows us to stay on the forefront of the direction eCommerce is moving by monitoring what items are successfully selling on Amazon.

## **CLEVER BACKGROUND SEARCHES**

Using keywords in Google search which you know to be on websites using specific technologies (i.e. "by BigCommerce" "supplements") you can target prospects and already have knowledge on what they currently use.

Use these handy tools in conjunction with each other to create a powerfully informative profile of a prospect. Once you know who they are, what platforms they use, and what kind of volume they ship, you can come equipped with recommendations that fit their individual needs.

## 2. Gain a deeper understanding of them before your conversation



This tool ranks websites across the web. The lower the rank number, the more established a website's traffic is. For example, a website with an Alexa rank of 250,000 will likely have a higher shipping volume than a rank of 500,000 (though not always true due to marketplaces like Amazon and eBay). Use this as a barometer for understanding the possible shipping volume of the prospect and the customer traffic they see.



This tool analyzes websites to tell you the platforms being used, giving you a unique angle on their needs and increasing credibility in your approach.



A free website, Whois allows you to drop a website URL into the search bar and it provides you with information on who registered the website domain plus their contact information.

## 3. Other helpful information to know

- The #2 concern for eCommerce businesses is **shipping costs**, second only to inventory
- You may want to *avoid* newer sellers, aspirational sellers, and particularly seasonal/holiday merchants
- You should *pursue* sites with active marketplaces, multi-channel/multi-carrier, those who ship internationally and who accept returns—these all denote more established companies
- Verticals can be a key to success: coffee, supplements, vape stores, auto parts, hair & beauty, apparel, specialty foods—toys, electronics, and games are on our future radar, too
- Your printed **Definitive Guide** and digital **Rate Guide** (download from <http://shippingeasy.com/rep>) can be great tools for starting a conversation
- Consider using these conversation starters as well
  - Knowing their website platform provides a credibility booster when you call. This helps you establish that you know what you're talking about. So you might say something like "I am calling in regards to **BigCommerce**, trying to get ahold of the head of shipping. Or the person who handles your **BigCommerce** site, can you point me in the right direction?"
  - Use **Whols** to get a contact name, and leverage that. So you might say something like, "I am trying to get ahold of the person who is in charge of your Volusion site. Jerry is the contact that I have, is that correct? By dropping an established name, credibility goes up and it sounds like you are familiar with their business and have spoken to "Jerry" before.
  - When you do not know much, use the power of JUST. Example:
    - Rep: "I am trying to get ahold of the person who is in charge of logistics and shipping, JUST let them know it is Matt McVaney."
    - Gatekeeper: "May I ask what this call is about"
    - Rep: "Just let them know I am with the United States Post Office" and REMAIN SILENT. They will pass you right through.