

**Keep Your Loan
Pipeline Filled
By Outsmarting
The Competition!**



bizpetrol

"You need to learn how to mine prospect data to stay miles ahead of your competitors & get in front of your prospects faster!"



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Email mining tools

- **hunter:**
 - <https://hunter.io>
 - free trial version available
- **snov:**
 - <https://snov.io>
 - free trial version available

Prospect mining tools

- **D&B Industry Reports:**
 - industry info, opportunities & challenges
 - list of competitors & businesses in vicinity
- **VerticalIQ:**
 - industry info, opportunities & challenges
- **S&P Global:**
 - national business database
 - commercial real estate database
 - has lender name & loan maturity
- **ProspectNow:**
 - commercial real estate database
 - has lender name & loan maturity

Prospect mining tools

- **LinkedIn:**

- join industry groups (i.e. CFOs, CPAs)
- use Sales Navigator to find prospects

- **Google Search:**

- search prospect & owners

- **Prospect's Website:**

- search for contact info
- owner information

- **Free UCC Report:**

- CA UCC: <https://bizfileonline.sos.ca.gov>
- National UCC Search:
<https://nass.org/business-services/ucc-filings>

Connect With Prospects

- **Aggregate prospect data:**
 - create prospect profile using mined data from previous slides
- **Learn copywriting:**
 - craft a compelling message that will grab your prospect's attention fast
 - try: digitalmarketer.com
- **Drip valuable content:**
 - use prospecting data to identify your prospect's pressing challenges & opportunities
 - drip solutions to the challenges & opportunities

Want To Improve Your Business Lending Game?

This material came from the
Commercial Lending Toolkit! The
toolkit helps you get your loans
approved & funded fast!

Access the free toolkit at: www.bizpetrol.com
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content like this.



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