

Living Internet

Your partner to run the digital B2B Sales Marathon

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Who is Living Internet?

Digital Sales And Data Experts For More Than A Decade!

- ▶ Since Living Internet was founded in 2009, it has been dealing with the search, collection, analysis, and use of freely accessible data on the Internet. Our focus here is Job Vacancy Data, Companies House Data all over Europe and Social Media Data.
- ▶ Our specialization lies in the collection of valuable and powerful B2B audience and company data through our partners. In addition to pure data sales, we develop business models based on our data with the aim of digitalizing the manual sales steps.

Who is Living Internet?

Digital Sales And Data Experts For More Than A Decade!

► Our Mission

Living Internet helps entrepreneurs who are stuck in a sales growth hurdle to question the current sales strategy and to design and systematize it holistically in such a way that energy for growth and synergy can be created and released.

► Who is Living Internet?

The Living Internet Group, with representative offices in Düsseldorf, London and Kharkov, is a digital, data-driven sales consulting agency. Our team consists of engineers, marketers and sales natives. With over 20 years of experience in data-driven sales, we help our customers fully digitize their sales and to achieve digital competitive advantages with new, unorthodox methods. We specialize exclusively in B2B lead generation & sales for products that require explanation and complex sales cycles.

Our Manifest

▶ There Is No Magical Sustainable Formula, That Works For All!

You have not decided to build your business by attending a conference called “10 business ideas to invest”, and you did not come to this point by applying “5 figure sales within 1 month” techniques. You instead deep-dive analysed, uniquely customized your path, and worked hard to find your sustainable way. Now you are looking for the next steps in growing your business. We know that this will be a similar path to the one you have customized before, but to take further action for success, you will need significant know-how and experience, which is where Living Internet comes into play.

▶ You Need More Than A Storyteller or Limited Service Provider!

A sustainable B2B sales growth marathon is a long way to run. You need more than a trainer or coach who only shouts at you on the side lines. To be successful, you need a professional partner who will support your growth by running and perspiring alongside you!

We believe that any business that wants sustainable sales growth deserves a realistic multi-process support system.

Sustainable B2B sales growth needs a holistic perspective and individual strategies that fit your business requirements and target audience. B2B sales strategies should be executed to suit you. They will change depending on the business and cannot be standardizable via coaching, blueprints, or general techniques.

It's not only about the knowledge that you receive, but about the execution too. Knowledge without execution is nothing.

Meet the Owners: Björn

- ▶ Studied industrial engineering in Kaiserslautern, Germany
- ▶ Björn has been an entrepreneur since 2005
- ▶ Started Living Internet in 2009
- ▶ He has worked & lived in Denmark, Switzerland, Ukraine and Germany.
- ▶ He has sold his companies twice.

He is focused on Data Driven Business Models, always around the topics of company data, social media data, job vacancy data and website data.

- ▶ He operated the first GDPR compliant data provider in Germany for Recruiting Agencies. He merged ideal candidate profiles against social media data and identified top potentials, even if they hadn't applied.
- ▶ Living Internet sales digitalisation is the inverted version of that. Instead, Living Internet searches for ideal customer profiles, not ideal candidates.

About the Owners: Björn

- ▶ Throughout his life, he has spent over 250k for Masterminds, Seminars, and Training and read over 300 books.
- ▶ Has been a Digital Sales Expert for transactional selling processes for over 20 years now.
- ▶ Has led sales teams in the past.
- ▶ Received a sales education from Carsten Beyereuther & Revenue Collective
- ▶ Has been an advisor for M&A boutiques in Düsseldorf
- ▶ He has worked for PWC, Otto Group, Kienbaum, Novasol and many more.

About the Owners: Christian

- ▶ Studied informatics and computer science
- ▶ Long advisor career in the online marketing sphere in the south of Germany
- ▶ Digital advisor of cooperations in the sphere of SEM, SEA and digital strategy
- ▶ Leads strategic new customer acquisition of a leading green energy company in Germany
- ▶ Strong Strategist and Controller by heart.
- ▶ Data Driven Personality.
- ▶ He manages more than 10 million Euros adspent per year.

Living Internet: Driven by Entrepreneurship.

- ▶ The owners of Living Internet are entrepreneurs by heart and not investment financed. That means they understand the needs of small and medium sized companies to enter new markets - and to establish sales strategies that break even from the initial offering.

When you work with Living Internet, you can expect a heart and value driven entrepreneurial mindset that has high data and result driven strategic thinking. We focus on quick wins to break even, must wins and long term results.

- ▶ The Living Internet work is a holistic approach that starts with a clear process. We build an end to end sales and prospecting journeys. We start with a competitor and status quo analysis, evaluation of the message market fit and ICP (ideal customer profile), and finding the right data prospects to contact over pitching till the initial sale.

How does Living Internet work?

- ▶ The work of Living Internet is normally “above the funnel” to make prospecting predictable. We aim to generate for our clients a full calendar of sales appointments that already have shown a desire and want to talk to a sales rep.

Our journey ends when the lead buys an initial offer that is too good to say no to. This approach helps to minimise “sales skills” and focuses on value and differentiation.



How does Living Internet work?

- ▶ “The work result of Living Internet is similar of an escalator, where the decision makers of your ICP come up - your sales rep stands at the end of the escalator and simply has to talk to them. - The group spares in 3 parts: MQL, SQL’s and Deals” - Thomas Steden, Bamat Capital AG
- ▶ The overall idea behind that all is to make prospecting predictable like a sales pipeline: Pitching to X prospects - generate Y appointments, and Y appointments generate Z sales.

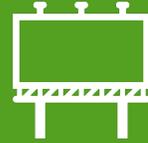


How does Living Internet work?



What is a message market fit?

The right message market fit creates demand.



You get message-market fit when the value and uniqueness of your brand hits home with your target audience.



Your messaging resonates when you can join the conversation already happening in your customer's head.



It's kind of like falling in love - you just know when it's happened. You'll know this by the way people react to your pitch - they could nod their heads, ask for more details, or open up.

The right
message market
fit creates
demand.

It separates you
from your
competitors.

- ▶ It's difficult to quantify the impact of bad messaging. And it's even tougher to present any accurate ROI for implementing or changing how you talk about your product.
- ▶ In order to find sufficient demand in the market, you must craft an effective approach to communicate your product's value.
- ▶ The right messaging makes everything easier. It attracts the right people to your product. People who get it right away and don't haggle the price.
- ▶ When you land on messaging that just 'clicks' with your best-fit customers, your ads will work so much better, and your ad spend will go way further.
- ▶ When you nail your messaging, your marketing becomes significantly more effective.

How do we find your Ideal Customer Profile?

Defining your desired clients

Based on company and social media data, you will select the ideal target group that you want to reach with Living Internet. In addition to the region or country. This will also include the size of the company, the industry code, and the exact position of your person of contact. For example, do you wish to speak to the owner, the managing director, or the board of directors, or would you prefer to speak to the buyer? You are completely free in the person of contact choice.

Setting the right triggers for a successful approach

Together with you, our marketing experts will work out the appropriate approach to seek your target group. In iterative steps, our intelligent algorithms will then automatically determine the response and continuously optimize it. This type of positioning ensures an above-average conversion.

Interested contacts to become lucrative leads

The warm leads generated by Living Internet, i.e. the parties who have expressed an interest in your product or service, will be sent directly to you or, if you prefer, automatically sent to your CRM. Once this has been done, all your sales rep needs to do is take the warm lead and conduct the consultation and final meeting.

Our Data Power

- ▶ Our validated database (the numbers are only concerning Germany)
- ▶ 12 million company profiles
- ▶ 8.5 million stakeholder profiles
- ▶ 55 million job offers data
- ▶ 10.8 million domains only in Germany
- ▶ 12.7 million commercial register entries
- ▶ Over 500 Million Social Media Profiles

Our technology specializes in indexing the most common social media platforms according to publicly accessible profiles.

We parse, index and evaluate the search results with algorithms that lead to a high-quality and data protection-compliant candidate pool.

The data is strictly evaluated according to quality criteria. In this way, we ensure that you only come into contact with the relevant people.

What channels do we use for reaching out? How do we contact your prospects?

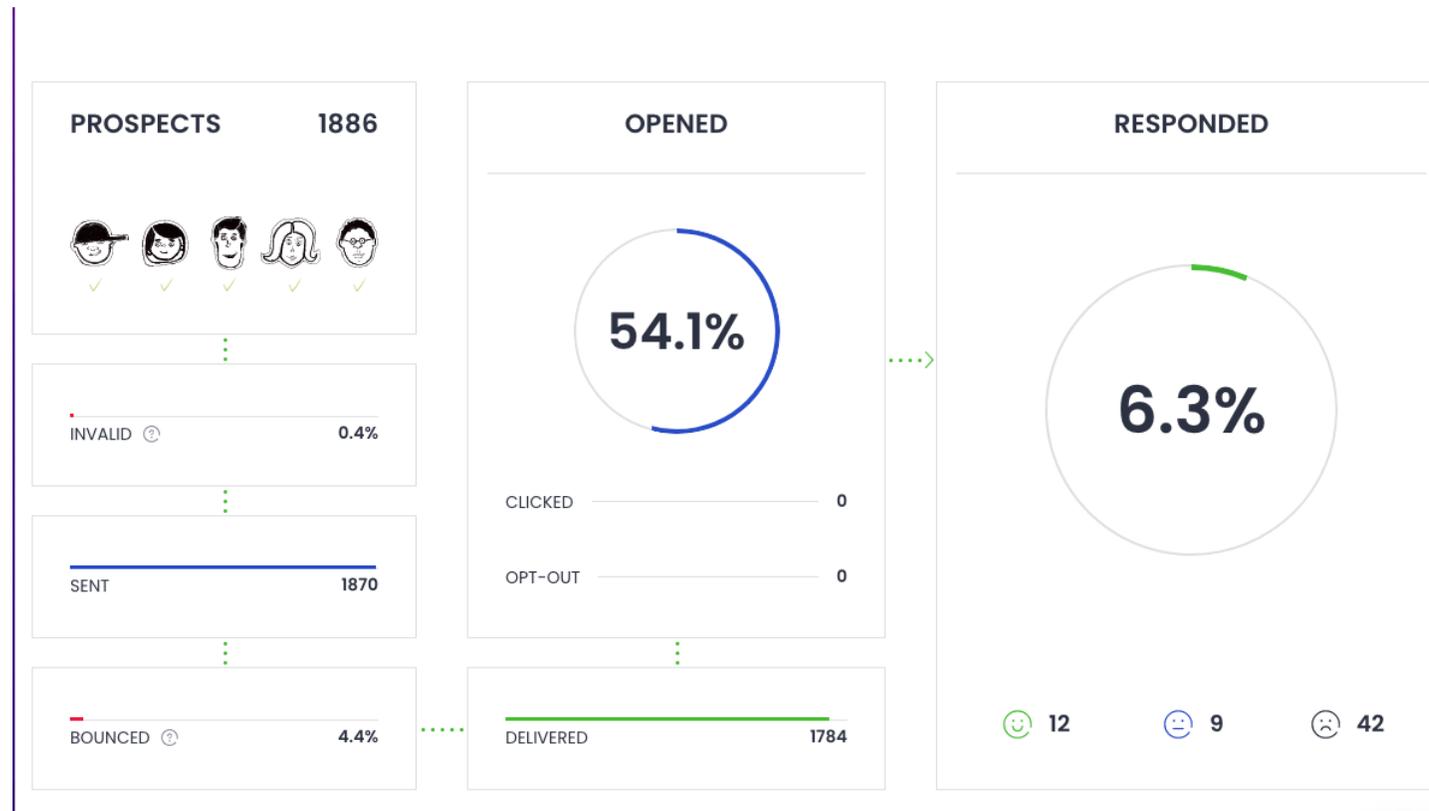
Prospects	Delivered	Opened	Responded	Interest level		
 1550	 1446	 42.9%	 3.4%	 3	 2	 20
 1886	 1784	 54.1%	 6.3%	 12	 9	 42
 986	 865	 58.2%	 14.1%	 4	 17	 73

- ▶ From our perspective, the best channel is the channel where we have a chance to reach out to the audience and the ICP.

Currently, we support channels such as

- ▶ Drip Campaign: We automate personal sales outreach emails directly into the inbox of the decision maker. If the decision maker does not answer, we follow-up up to 3 times with the valuable contact
- ▶ Drip Campaign on paper: Through cooperation in Germany, we are able to send handwritten letters (it looks like a handwritten letter, but it has been plotted out), and it will not be detected as advertisement and fished out. The letter is directly received by the stakeholder and decision maker.
- ▶ Once the letter is received, this super weapon triggers an immediate effect because people feel responsible for answering.
- ▶ LinkedIn Messaging (LinkedIn Ads) and LinkedIn Connection
- ▶ We simulate profile view, connection requests and initial contact

We analyse responses and only pass on qualified leads. Your SDR only takes care of worthy leads.



We analyze responses and only pass on qualified leads.
Your SDR only takes care of worthy leads.

WHEN	EMAIL	NAME	EMAILS SENT	STATUS	INTEREST LEVEL
01 Aug 2022 02:47 PM	pa...	Janu...	2	RESPONDED	   
27 Jul 2022 01:39 PM	zho...	Zho...	1	RESPONDED	   
20 Jul 2022 12:10 PM	jan...	Jan...	1	RESPONDED	   
14 Jul 2022 07:19 AM	he...	Henri...	1	RESPONDED	   
06 Jul 2022 01:26 PM	esper...	Espe...	3	RESPONDED	   
05 Jul 2022 08:25 AM	tom...	Tomi...	1	RESPONDED	   
01 Jul 2022 03:16 PM	mil...	Mikko...	1	RESPONDED	   
30 Jun 2022 01:59 PM	and...	Ander...	1	RESPONDED	   
22 Jun 2022 07:49 AM	davo...	Davo...	1	RESPONDED	   
14 Jun 2022 03:21 PM	mgp@...	Mar...	2	BLACKLISTED	   

We natively integrate with your system

HubSpot

pipedrive™

slack

zapier

integrately

piesync™

leadsbridge
on activeprospect business

Close

salesforce

GDPR Compliance

- ▶ Dr. Tim Becker, the managing partner of MOOG law group, Germany, has confirmed that our data engine is fully GDPR compliant.
- ▶ If you want to learn more about our GDPR and data protection compliance, please contact us to share a full version of his memorandum.



We are proud that we have already worked with:

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Kienbaum 

hoosh
meaningful numbers

 amasella®

OTTO

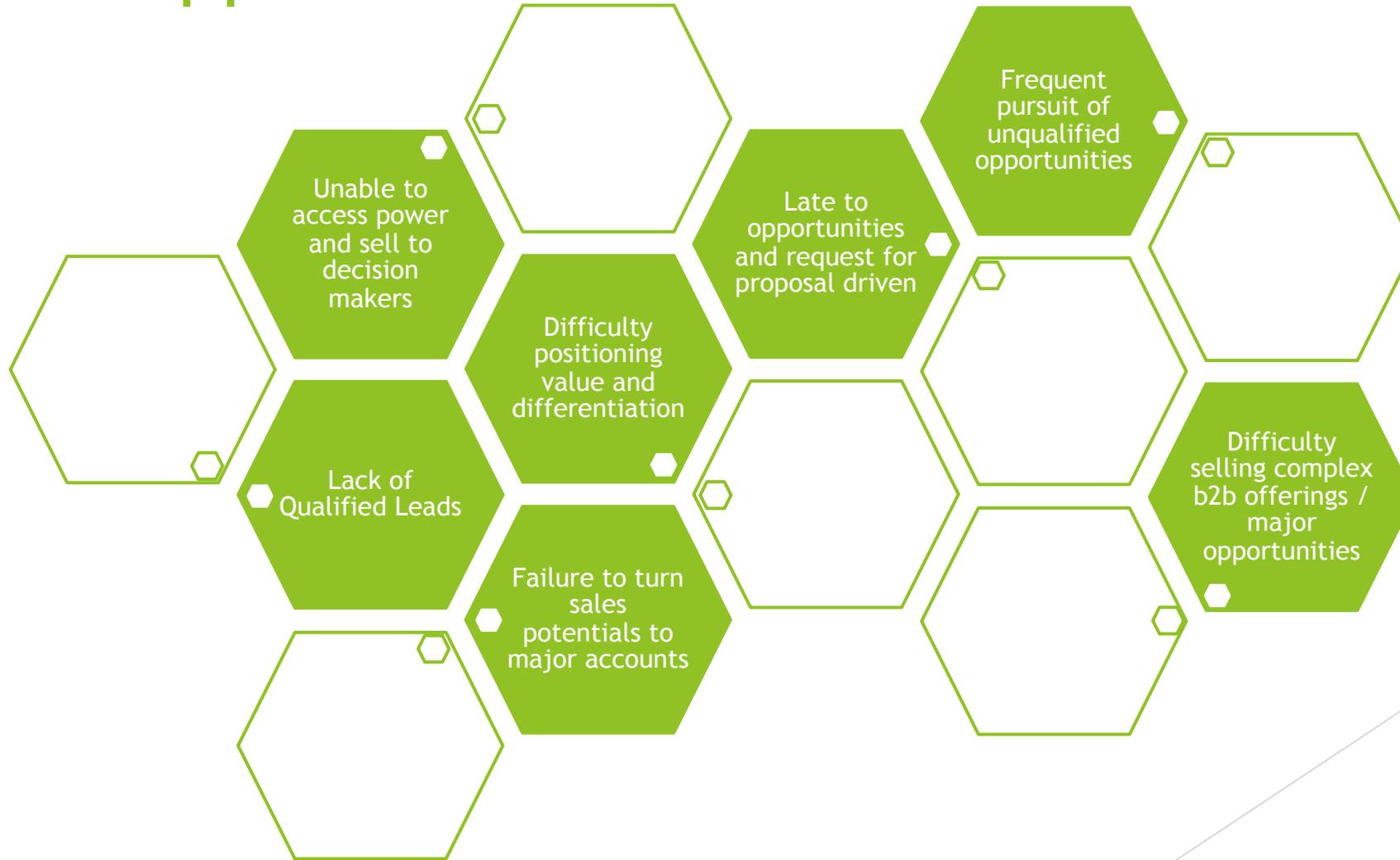
WYNDHAM
HOTELS & RESORTS


WIESENHOF

eigens.



Typical Sales Symthoms in B2B Selling: Our approach is holistic.



Typical Sales Symthoms: Quick wins, Must wins and long term strategies

