



Research Wizard Business Intelligence Brief

"Finding Good Information and Making it Better"

Who are your best prospects?

Your company must grow sales with existing customers and constantly target new customers in order to survive. To find your best prospects you will need to get good answers to questions about the industry, size, location, years in business, and corporate structure of potential customers.

Prospect List Opportunities & Possibilities

Profiles of Existing Customers
Does the 80/20 rule apply to your business, which says that 20 percent of your customers account for 80 percent of your profits? Research Wizard will profile your top customers and their industries to find businesses with similar demographics.

Tailored Prospect Lists
Research Wizard will create an electronic customer database, based on your parameters and deliver the list in electronic format ready for mailing labels or for input into your customer database.

Company Rankings
Research Wizard will rank companies within their industries so that you can identify the best prospects for your product or service.

Niche Markets
Research Wizard will identify smaller segments of your target industry. We will look for innovative targets that your competitors have found for their products and services.

Industry Profiles & Clusters By Geographic area
Research Wizard will identify areas

with high concentrations of a certain industry, and discover which companies are located in the same industries as your current customers.

Prospecting List Checklist

- ◆ **Identify the industries** and sectors within them, using the North American Industry Classification System (NAICS) or enhanced Standard Industrial Classification Codes (SIC).
- ◆ **Determine the size** of companies. Do your best prospects have a certain sales range or employee size? Are they large, mid, small companies or sole proprietorships?
- ◆ **Consider years in operation.** Do you need to target new or established companies?
- ◆ **Look at corporate structure.** Do you need to target headquarter locations, branches or subsidiaries? Do your current customers have branches in the same state or other states?

What can we do for you?

- ◆ Target prospects and create direct mail and contact lists based on multiple parameters, such as size, geography and industry.
- ◆ Email your new prospects to you in Excel format, ready for mailing labels and for importing into your customer database.
- ◆ Help you build your company's own prospecting database containing fields for industry groups, company size, decision makers, job titles, company structure and location types.
- ◆ Build background profiles to better qualify prospects and assist with marketing campaigns. Profiles include key company developments and industry trends that might influence buying decisions.
- ◆ Rank your prospects by sales or employees, by geographic area and industry.
- ◆ Research markets to identify niches, growth segments and innovative markets that your competitors have found for their products and services.

Where do we get our information?

Our sources include reliable authorities such as

- ◆ **MDDI (D&B)** (profiles of most US companies)
- ◆ **ReferenceUSA** (profiles of most US companies)
- ◆ **CorpTech** (emphasis on high tech companies)
- ◆ **Mergent** (company financial reports)
- ◆ **First Research** (industry studies)
- ◆ **Lexis/Nexis** (company affiliations & structure)
- ◆ **Plunkett Research** (industry markets & trends)
- ◆ **Kompass** (international companies)
- ◆ **Standard & Poors** (company & industry profiles)
- ◆ **Thomson Gale** (industry reports & analysis)

Some Research Wizard Prospect List Examples

- ◆ Manufacturers with sales over \$5 million
- ◆ Doctors' offices with more than 5 employees
- ◆ Companies with 100 or greater employees in Tulsa County
- ◆ Top public or private companies by area code
- ◆ Mailing list of Fortune 500 companies
- ◆ Manufacturers within a 60 mile radius of a targeted zip code
- ◆ Day care centers within a single zip code
- ◆ Attorney practices in operation for 1 year or less
- ◆ Top industries by employee ranges

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**"Customizing Information
to Meet
Your Business Needs"**

