

TOOLS FOR BUILDING BUSINESS SERIES

Presented by Tulsa City-County Library's Research Wizard and Research Center

Researching Business Opportunities

Thursday, Jan. 28 • 2-3 p.m.

Virtual

We will explore D&B Hoovers database for finding good business leads and prospective customers.

D&B Hoovers enables customer prospecting by "triggers" that reveal companies which are best fits for your company's products and services. Tulsa City-County Library offers this database on its website at no charge anytime from any place to library cardholders.

This database contains Dun & Bradstreet content and is global in scale. It offers highly detailed reports on companies with information that is hard to find.

Databases are available on the library's website 24/7 at no charge for library cardholders.

Email wizard@tulsalibrary.org to register and receive a Zoom link.





A directory of establishments (of all kinds)

A directory of market studies & analyst reports (for most industries)

A market analysis tool

A competitor intelligence tool

Coverage: GLOBAL

Details: EXHAUSTIVE

- Uses:**
- CUSTOMER PROSPECTING**
 - COMPETITOR INTELLIGENCE**
 - MARKET ANALYSIS**
 - STRATEGIC PLANNING**



Find companies by any location, by any industry, by any size, by “triggers”

Trigger Types: (selected list)

- **Assets Increase or Decrease**
- **Awards**
- **Bankruptcies**
- **Big Data Initiatives**
- **Call Center Initiatives**
- **Cloud Computing Initiatives**
- **Contract Wins**
- **Coronavirus initiatives**
- **Corporate Relocations**
- **Data Center Initiatives**
- **Green IT Initiatives**
- **Hiring Initiatives**
- **Layoffs**
- **Opening/Expanding Facilities**
- **Product Launches**

**Find companies by the technology they use.
Choose from over 10,000 technology types and brands.**

Search for company officers by their job function, such as...

- **CEO**
 - **Plant Manager**
 - **Purchasing**
-
- **Create and download your own custom Excel file of potential customers.**
 - **Create your own work-up on competitors.**
 - **Find the content for your own business strategic planning.**



Available FREE from any place any time.

D&B Hoovers – Searching Notes & Caveats

Be sure to scroll down the screen of items to make your selections in order to avoid missing any. The Table of Contents list on the left may not display the full content of each section.

When scrolling through a list of available selections you must click on what you want to select in order to place it into the search strategy.

Generally you can add multiple items to your selections within the boxes.

You will know the system has input your choices by the “x” placed in front of each selection.

To remove a selection click on the “x”.

of employees and \$ of revenues:

Always choose “all sites” and select the option to Include results where the value is not available or unknown, since some records do not have values – in which case you may lose important companies.

REMEMBER: Be careful about all your selections. Each selection you make means that unless a company record actually contains that kind of information you will not get it. Each selection lowers the count of your retrieval and risks not picking up important information. It often is better to delete items not wanted after the fact rather than to miss them altogether.

This is particularly true of “extra” content such as the “Additional Fields” section under Company Size. That kind of information is generally only available for public companies, a very small portion of total companies. There are other instances of differing kinds of absence in the system.

Industry searching can be tricky. The system defaults to D&B's own in-house categories and codes. Generally you should select a different code system – NAICS 2017 and US SIC 1987 are your best options since they are universal standard codes used by business and government. The dates do not mean the codes are dated on that year. The codes are updated. D&B updates them regularly and also expands upon them in order to capture more companies.

So, be sure to click on “Change” to get the drop-down box of code options and then select your code from the list. SIC is often preferable because it is more granular and better at finding niche industries. NAICS can be better for very recent technologies. If you have concerns about your retrieval, you may want to do 2 separate searches – 1 for each code – to make sure you are getting what you expected.

SIC and NAICS codes are often more ART than SCIENCE. You may want to select your codes as both primary and secondary. Most companies have more than just one code. They are given a primary code to indicate their primary business and then secondary codes for other activities. A good example – manufacturers often get a manufacturing code as their primary code and a wholesale code as their secondary code. However, for some manufacturers that is just reversed. If you select manufacturing code as primary, you will not get those companies that have it as their secondary code. Seriously consider choosing BOTH primary and secondary codes so you won't need to worry about missing companies.

It is important to study and get familiar with the SIC and NAICS code systems. See a good simple explanation at www.thomasnet.com. Google **thomasnet sic naics** to get their specific page on the codes.

Code searching is almost essential for good retrieval in most business databases.

Take care with all free text word searching fields! If you don't get good retrieval do some additional research – especially on company names – to make sure you are entering the terms as they likely will appear.

D&B offers many drop-down boxes. Use these if possible rather than relying on “free form” word searching.

Business Signals – TRIGGERS: These are places to start. Do not expect to retrieve every company that has experienced any one of these triggers.

To make changes in your search strategy as you go back and forth between searching and viewing output, just click on “EDIT” in the Search Criteria box left of the output screen, and make your changes there.

DON'T RELY ON THE BACK ARROW – IT MAY REMOVE YOU FROM YOUR SEARCH.

COMPANY OUTPUT

In the “List” output of companies ...

Click on a company to see its full record. Click on ONE STOP REPORT to download a full company report.

Some of these reports are 100+ pages – VERY DETAILED. Lots of information you won't find elsewhere.

If you would like help using the library's databases
or other library resources ...

Schedule a one-on-one virtual appointment with
Research Center staff for customized instruction
tailored to match your specific need.

Contact the library's ASKUS department.

Visit tulsalibrary.org to find out how to "ASKUS".

Or call 918-549-7323

