



**Don't Ever Let
Your Sales Team Call
Blind**

Profitable Sales Tip #4
Don't Let Your Sales Team Call Blind

**With all the options available for identifying key decision making contacts,
to call a company and ask to the person that is charge of**

**Is saying, you know what, I really didn't take any time to research your
company, and I really don't know anything about you, but I'm calling hoping
you'll send a non prepared sales rep to interrupt one of your key decision makers**

**Valuable Places to Obtain
Key Contact Information**

1. Through Your Library's On Line Business Database

- **You'd be hard pressed to find a library in any city in America
that doesn't offer an on-line business database that includes
access to:**
 - **Dunn & Bradstreet**
 - **Reference USA**

- **Reference USA** – will provide you with not only a half dozen good decision makers, but will also provide the HQ, Subsidiary & Branch Locations for each company.
- **75%** of the information will be updated, and for the **25%** that is not updated, having a name of the previous decision maker gets you sales team a “free pass” past the gatekeeper.

2. Jigsaw & NetProspex

- i. Both of these databases will include 80% of every key decision maker of any moderately mid-sized and above company in America**
- ii. This will include the contacts:**
 - 1. Title**
 - 2. Location**
 - 3. E-Mail**
 - 4. Direct # (60%)**
- iii. You Give A Name – You Get A name**
 - 1. Basically these sites are free**
 - 2. Tell your sales people to send you an e-mail every time they come across a company, or an association, or a directory that lists a large numbers of contacts for a company**
 - 3. Then hire someone for a week at \$9.00 to load the names into the database**
 - 4. Once you load the names into one database, import them right into the other site and get a 2 for 1 special**
 - 5. When you buy lists, take all the non qualified leads and enter them into Jigsaw & NetProspex**

**6. Ever buy a CD like the Retail Technology Guide,
import that CD right into both databases and your
whole sales organization has key contacts for a year**