JoomConnect

How to Pull / Develop a Prospect List

Generally before pulling a list, it is recommended to compile your target audience.
- What company size are you looking to work with?
- How many seats?
- What industries? - if you know this it makes pulling a list easier

Where to pull from:
- Netprospex - Paid (there are other paid services)
- Google
  - If you know the industry/type of business you which to target google is useful
    - Target audience affiliations (ex. American Bar Association or Local Chamber)
    - Area Small Business Registry
      - Can be found for most major cities in the US.
    - Employment websites (like Monster.com or Indeed.com)
      - This lets you know that they're not happy with current IT situation
- LinkedIn

How to Vet the Contact:
After you either purchase or create a list, you'll need to research the company.
1) Google the Company name and see if they have a website
   a) Visit Website
2) Evaluate geographic location
3) Gauge size of organization
   a) website evaluation
   b) social media/LinkedIn
2) Visit their career pages
3) Navigate to who you want as your POC
   a) i.e Executive Leadership
   b) CIO/IT Manager/Decision Maker name
   c) Owner

Ask yourself:
- Does this company have a CIO or other IT Decision Maker?
  - If you are aiming for the owner make sure you have the right name
- *Are they hiring?
  - Is the company prospering/growing? - Indicator of need of services
- Are they large enough to benefit your services?
  - What services are you looking to sell?
  - Will the price of your services be something this company could afford?
- Are they in a technology heavy industry?
- Are they any regulations they may need to follow (HIPAA, ect.)

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