***Take Action!*  Business to Business Lead Generator**



THE NAME OF THE GAME IS NAMES!! To get the most out of this tool, it is recommended that you watch this short video

<https://youtu.be/Urd8UOSdHgU>

Start filling in the table below – and do not worry if for now you do not have all the information. This is an exercise to get you to start listing names. Maybe your company has well organized and aggressive marketing campaigns to generate leads for you to follow and if so good for you but in all my years of selling I do not think I have ever been given more than a couple dozen qualified leads; I have had to do all the prospecting myself.

When you are selling to a business your first objective is to figure out who to actually call on and that can be a very daunting task. You can try calling the main number and hope whoever answers the phone will put you through to the correct person but the reality today is that is a long shot. Many businesses have automated switchboards and if you do not know the name or extension of the person you need to talk to you immediately hit a dead end. Often when you do talk to someone they are reluctant to put you through on what is obviously a cold call. I even have had a couple customers who will only take your calls if you have a scheduled appointment.

The first thing I recommend is to look at your market vertically. If you already sell to Company A then figure out who their competition is. The more you know about that specific vertical market the easier it is to have an informed discussion with someone on Company B or C. If you have good relationships with people in Company A, then ask them who their counterparts are in Company B or C or D. My experience has taught me that many vertical markets are really communities unto themselves and many people move between companies in the same vertical and have great friendships all over that vertical that you can tap into. Sometimes you can even get them to give you a warm introduction. Leverage the Trust, Respect and Credibility Triangle!

If your time and budget allows, go to events like business shows or conferences that target a specific vertical. Even if your company does not have a formal presence with a booth you can still attend as a paid participant and walk the floor to mingle and meet people.

My next recommendation is you start prospecting by doing some online research. Your first task is to identify exactly who (by job title or description) you want to talk to and that depends on who you typically sell to and what level in the company they represent. Who is the decision maker, who is the product or service evaluator and what is the procurement process? These are all critical questions you need to have answers to but for now the key is to find a point of entry. The higher you target the more difficult it can be to get through but once in it is definitely easier going top down than bottom up. Start by visiting the Company website as many now list their management team with short bios and pictures right on the website. The other thing you want to try to figure out on the website is the company email syntax. For example, is their email [first.last@company.com](mailto:first.last@company.com) or is it [firstinitiallastname@company.com](mailto:firstinitiallastname@company.com) or what. By poking around the site and in particular the contact, investor or recruiting page you often will find an email listed that gives you the info you need but sometimes it boils down to trial and error to get it right.

For business to business list building I highly recommend you be on LinkedIn and use it aggressively to find people. Again, if budget allows you can go beyond the free service and add something like LinkedIn Sales Navigator. Either way, you can search for companies and from there search for people currently employed in the company and then you can search for job titles, experience and much more. It is a treasure trove of information that, if used well, can make this a much simpler effort. You can even send InMail emails through LinkedIn but I have not personally had a lot of success doing this. Be very diligent to see if people you know are directly linked to people in your target companies and when you find them do not be shy about asking for introductions. I also teach that you need to make sure your LinkedIn profile is current and strong and includes a recent business based photo. You should expect that people will look you up and whether they agree to meet with you may be affected by your profile, not just on LinkedIn but also on Facebook and other social media sites. If I send an introductory email to prospects, I included a link to my LinkedIn profile right in the email. My intent is to immediately demonstrate to my prospect I am a credible and professional salesperson.

Set a Goal to Generate a List of at Least 100 Names. If you are using this electronic version, you can easily add more rows beyond 100 by hitting the tab button when you get to the bottom. If you prefer to print and fill in manually just add as many more rows as you need or use extra papers.

Oh and last point is that this is not a one time exercise – this should be a living and breathing list that you work on every day and every week. You should be constantly adding to this list from referrals and ongoing online prospecting.

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