

Ten Commandments for Conducting a Successful Proactive Telephone Names Search

Set up your job properly. This means understanding the candidate search parameters, choosing your target companies carefully, setting those targets into your job with all their relevant information including location, telephone number(s), website, # of employees, gross sales, the company's bio and the company executives. Much of this information is easily obtainable from information services like Hoover's.

Plan your attack. Look at your targets and imagine yourself standing outside their doors. Think about what the most effective strategies for penetration are. Imagine yourself accomplishing these.

Assemble your tools. Decide what tools out there would be of help to you on this particular search. Tools can include your own past research, directories, networking sites, search portals, people you know in the industry and others. Don't forget to ASK the customer if he already has any "names in" from the target companies – this can make your search a lot easier as it has the potential to vault you directly into the exact department you need names from.

Do your research. Do it carefully, but spend no more than 10-15% of the total time you guesstimate the job is to take. Set the research into your job as you go along. Again, do this carefully – try not to bog yourself down with too much information! A search document can get really unwieldy really fast if you're not editing as you go along.

Pick up the phone and call the targets, using your research as an entrance ticket.

Persevere on the phone into your targets. Plan to spend 60-70% of your job time on the phone.

Persevere some more. As you go along, make every possible effort to get your names spelled correctly. This is important for the next Commandment.

Internet-search the names you've phone sourced to see if they link you to any others – in other words, do more research, and then build out with these, on the phone again.

Check your facts, gather as much information as possible for the customer; name, correct title, correct direct dial (if possibly had), email (if you're in the habit but I'm not – this can be a tricky subject) and any other information the customer has indicated he likes on his reports. Checking also includes getting your names spelled correctly – if you have to call in again to do this, do it!

Be available to your customer for follow-up questions. This is critical - if there are any problems, you need to be apprised of them immediately. Likewise, if there are any questions/issues the customer has he needs them answered immediately.

Is that ten? Let me suggest one more. If you want to learn how to telephone names source, or if you have an organization that needs to learn how to telephone names source, I suggest you or they take the only (as far as I know) online telephone names sourcing course, "The Magic in the Method" available here:

www.techtrak.com/magicmethod/magicmethod