



Prospecting Checklist: Finding the Right Customers

Do you have the following data points to find the right customers?

Basic Information:

In addition to having basic contact information, knowing a company's firmographics can help you refine your marketing efforts by geography, business size, etc.



Contact email address

Company state

Years in business

Number of employees

Additional Company Information:

Go beyond the basics. Having an expanded view of a business allows you to get more focused. For instance, marketing to businesses that meet certain credit score requirements or Fortune 1000 rankings.

-		
L		

Fortune rank: Fortune 1000 ranking

Total Sales Volume: Reported dollar sales amount for the company (for publicly traded companies).

Business status code: Denotes whether the business is a headquarter, a branch, a subsidiary headquarter, etc.

Business credit score: Score that denotes how well the business repays debts.

Commercial IntelliscoreSM: An Experian modeled score used for risk assessment, designed to predict 90-day payment delinquency of businesses.

Company Classification Information:

Target your marketing efforts towards a specific industry to find the most appropriate customers.

1	Primary SIC code:	The 6-digit code that	t identifies the	business's r	primary activity

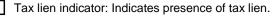
NAICS code: The North America Industry Classification System code.

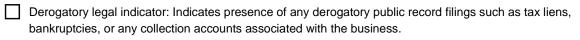
Legal History:

Using legal history data to refine your marketing outreach can be an easy extra level of protection that many tend to overlook.



Bankruptcy filed indicator: Indicates bankruptcy filed in the last 10 years.





UCC data indicator: Indicates presence of Uniform Commercial Code (UCC) filing, which states that the business has secured a line of credit by collateral.