

# Sales Tools/List Building/Brokerage

Top performers get access to their target markets a greater percentage of the time because they typically do the detective work necessary to get the list that nobody else has. This creates an environment where they get less buying resistance from their prospects and as a result, are able to set more appointments. List development is a process not an event. Here are some other resources that you may use to continue to build your list that our top performers used. Please put a check in the box that is next to an idea that might work for you.

- Use a "reverse directory" to call on affluent neighborhoods in your target markets
- Target entire industries by using the yellow pages
- Use the "Encyclopedia of Associations" to find associations whose members are in your target market
- Read local business publications and be on the lookout for articles about people who would fit your target list
- Hotjobs and Monster.com, Anywho.com
- Chamber of Commerce
- Manufacturers Guide
- Classified Ads looking for money in motion
- Trade Show Directories
- Charitable Organizations
- Former Business Colleagues
- Specialty clubs such as Porsche or BMW clubs of America
- Rolodex's of friends, family, and other associates
- Write down the name of everybody you know name, phone number, firm, e-mail address
- List of members of the city council
- Rotary, Kiwanis, Lions, Optimists clubs
- High school, college, and graduate school, yearbooks
- Alumni clubs and associations
- Children's school and sports teams
- Board members lists of groups that you are involved in
- Birthday list from your outlook contacts
- Parents' holiday card list
- Church, synagogue, place of worship
- Junior League/women in business
- Reference USA type in a zip code and get the list of residences
- Buy a very targeted list
- Be involved in associations that the people in your target market would be members of: join the association and add value, then get the membership lists
- Get company directories that have employee names and phone numbers of the people who are in your target market
- Use library resources (explain what you are looking for to the Librarian) to obtain lists that contain people who fit your target market
- Use the internet (Yahoo.com, Elibrary.com, Associations websites, Hoovers.com etc.) to find people who fit your target market