

# “Find Customers Fast”

## E-Learning Course Objectives

The terminal objectives are tasks in the workbook section of the course to apply what they’re learning to their real world and the real Internet. Whether these have been met can only be truly verified by the learner. Course support staff can help the learner make this verification.

The course verifies the knowledge, understanding, analysis, and use of tools required to achieve the terminal objectives (enabling objectives) have been met.

Course (Terminal) Objective	Enabling Objectives
<p>1. Identify the <i>trigger events</i> that most apply to the learner’s product or service.</p> <p>This equals determining the types of changes that cause a company to need the learner’s product or service.</p>	<ul style="list-style-type: none"> <li>• Define a trigger event and describe how trigger events are linked to a company’s need to buy.</li> <li>• Identify the relationship between trigger events and lead qualifiers.</li> <li>• Identify the trigger events that best apply to a given scenario for one of two example salespeople.</li> <li>• Choose the appropriate job aids and use them to correctly analyze which trigger events apply to the salesperson scenario or the learner’s situation.</li> </ul>
<p>2. Locate, on the actual Internet, two companies who are currently experiencing one of the trigger events identified in #1 - and therefore have a high likelihood of currently needing the learner’s product or service.</p> <p>These companies must also fit the learner’s lead qualifiers (size of company, location, etc.).</p>	<ul style="list-style-type: none"> <li>• Define Web-specific terminology, including differences between search engines, subject directories, and filters.</li> <li>• Identify the differences between good and bad keywords and search strings.</li> <li>• Complete a keyword grid and choose search strings that lead to finding companies that fit the trigger event for one of two example salespeople.</li> <li>• Identify the significant parts of a results page and how to use them. This includes using the (free) Alexa® toolbar data.</li> <li>• Analyze search results to determine when a search should be adjusted and how.</li> <li>• Identify how the type of website affects the search process and choice of keyword strings.</li> <li>• Choose the correct job aids and identify effective use of them to help locate the companies.</li> </ul>

Course (Terminal) Objective	Enabling Objectives
<p>3. Find an appropriate initial contact person's name, telephone, and email address for the companies in #2.</p>	<ul style="list-style-type: none"> <li>• Identify which types of people (job titles) are good initial contacts and which aren't.</li> <li>• Identify different ways to search the Web and the types of websites that are likely to lead to finding a contact name at a company.</li> <li>• Identify different ways to search the Web and the types of websites that are likely to lead to finding a given person's telephone number and email address.</li> <li>• Identify what's in the job aids to make the search process faster and more effective.</li> </ul>
<p>4. Build a list of sites to check regularly for companies that fit the identified trigger events.</p>	<ul style="list-style-type: none"> <li>• Identify the types of sites that are likely to have names of companies for the identified top trigger events.</li> <li>• Identify specific sites to check for the identified top trigger events.</li> <li>• Determine how often to check those sites and create a schedule for checking them.</li> </ul>
<p>5. Set up alerts on news sites for information about the identified trigger events.</p>	<ul style="list-style-type: none"> <li>• Identify news sites that are likely to have names of companies for the identified top trigger events.</li> <li>• Determine which keywords are most likely to return news articles with names of companies that fit the identified top trigger events.</li> <li>• Create alerts on those sites with the identified keywords.</li> </ul>
<p>6. Within two weeks of completing the course, find five more companies and contacts as in #2 and #3.</p> <p>Report any problems with achieving any of the objectives to course support staff.</p>	<p>Follow-up success is an important objective of the course.</p> <p>Success of the course can only be measured by success of the learners on the job, and follow-up exercises help ensure knowledge can be transferred from the course to the real working environment.</p> <p>Live support is an essential component for achieving ongoing successful results.</p> <p>All courses will provide support person(s) for the learners both during and after the course to make sure they don't get stuck and just give up if they hit a problem or question.</p>