

Job Aids & Worksheets

STEP-BY-STEP & SUMMARY JOB AIDS	DESCRIPTION
5 Prospecting Tips	The top tips from our sales expert on how to find the best leads.
COURSE A MAIN - Which TEs For Me?	Step-by-step to figure out which trigger events apply to YOU.
Biz News Searches (for courses A & B)	Ways to search news sites for the best lead info.
Ron's Ratings	Generally, how valuable/easy to find each trigger event is.
Likely Sells For Each TE	Which products/services are the most likely to be linked with each trigger event – helps you figure out <i>your</i> best trigger events.
COURSE B MAIN - Search For Company Names	Step-by-step instructions for Internet searches to find companies that <i>currently</i> need what you sell – they've got your trigger event.
Ron's Search Tips (for courses B & C)	Top tips on searching quickly and effectively for sales info.
Which Sites for Each TE	The type of site for each trigger event – so you know where to look.
Picking Your Search Strings (for courses B & C)	The key to quick, effective searches is picking the right search words & groupings up front. This step-by-step shows you how.
Info Sources Pyramid (for courses B & C)	Shows how searches go from general to specific, with sample sites.
Pros & Cons of Info Types (for courses B & C)	The good and bad aspects of each type of information site on the Web: 13 different types, such as a “regional business news source.”
Analyzing Results Pages	How to best interpret what you see on search result pages.
If Your Search Isn't Working	We've got ideas for you if what you're trying isn't getting you there.
COURSE C MAIN - Find Contact Info	Step-by-step to find a good initial contact and their phone/email.
All the Contact Searches	A handy summary of all the contact info search strings on one page.
Places to Look to Find a Contact	The types of sites that are the best to find <i>good</i> contact people.
Who's Good to Contact	By job titles, the best/worst people to contact at a company to find out who is responsible for buying what <i>you</i> sell.
Setting Up Sites & Alerts	This job aid takes you from the courses to the real world: step-by-step to set up your own list of sites to check and automatic alerts.

WORKSHEETS	DESCRIPTION
Analyzing Past Sales	Gives you great clues for which trigger events best apply to you by looking systematically at what made past customers buy.
Possible Trigger Events	Handy place to note & rank the most likely TEs you're considering.
Choose Keywords (1) – Pick Search Words	We make it easy to succeed at this most critical part of searching: the right keywords. This gives you ways to get great terms to use.
Choose Keywords (2) – Create Search Strings	Once you've got your list of terms from the first worksheet, this helps you put the terms into effective groupings, <i>search strings</i> .
Find One, Write It Down (for courses B & C)	We've even got a worksheet that makes it easy to note all the pertinent info for all the great leads you find!
Sites & Alerts	To create your own list of sites to check and alerts you've set up.

There are **demonstration videos** that show how to complete the worksheets and how to use the job aids.