



3 Strategies to Build Your Prospect Database

Review the Menu of Prospect Database building options below and choose the path you'll take to begin your prospecting efforts.

These 3 strategies are the starting point and to be chosen based on effectiveness, ease of implementation and functionality.

With that said, if all the 3 might not be applicable for you, then choose the best path to begin with AND do it!

Note: For organizational purposes we recommend you store your newly segmented or created Perfect Prospect List as an Excel or Google Spreadsheet to include (at a minimum) your Contact's Names and Contact Information (email or phone - depending on your outreach method).

OPTION 1A: CURRENT LISTS

FROM YOUR PRIMARY EMAIL

Perfect For: Everyone!

In reality EVERYONE has prospects hiding in their email contacts. The secret is in locating them and then delivering the right message(s) in the right way. But as a starting point...

Gmail Contacts:

To add your contacts to another email account, first download them as a CSV or vCard file.

To export contacts.

1. Go to Google Contacts.
2. Select one of the following:

A single contact: Check the box next to the contact name.

Multiple contacts: Check the boxes next to all the contacts you want to export. All contacts: Check the box next to any contact and in the top left, click Selection Actions All.

3. In the top left, click More actions Export.

4. To back up your contacts, select Google CSV.

5. To save your file, click Export.

Note: If you use Google Contacts for work or school, you can't select all contacts in the Directory.

Outlook Contacts:

1. At the bottom of the page, select to go to the People page.

2. On the toolbar, select Manage > Export contacts.


3. Choose to export all contacts or only contacts from a specific folder, and then

select Export.

4. At the bottom of the page, select Save to save "contacts.csv" in your default

Downloads folder. Or, select the arrow next to Save and select Save as.

Yahoo Contacts:

1. In Yahoo Mail, click the Contacts icon .

2. Click the More options icon ***.

3. Click Export (CSV).

4. Save this CSV File in a Place on Your Computer that is Easy to Access.

OPTION 1B: CURRENT LISTS

FROM YOUR CRM OR SUBSCRIBER LIST

Perfect For: Those that have built up a subscriber list of emails already and are using a CRM to manage their subscriptions.

Pairs Well With: Those that create lots of content. Or run a newsletter. Or drive consistent traffic to their site or opt-in offers.

Segments to Find: For the type of outreach messaging we'll be looking our clients have the most success targeting contacts within their CRM whose relationships have stalled or not yet moved to the next stage.

For example:

- Good prospects who have become unengaged in your typical newsletter or messaging (no opens, replies in the last 90+ days).

- Good prospects who had shown initial interest, but not moved to the next stage. (they signed up for your webinar, but didn't take the next step - booking a call or purchasing).

- Good prospects who have been on your list for a while, but you haven't sent much material to.

How to Do This: To segment it can vary greatly based on the software you are using and the structure you've created in your individual crm.

Start by defining the types of people you'd want to add to your perfect prospects list from the segment of your main list.

ie. I want sales leaders that downloaded my E-book, but never booked a sales call.

Then work with your CRM provider or within the structure you've built up to search for the contacts that fit these criteria.

You might simply add a tag to this first group of 20-50 prospects in your CRM system.

Or you might export the list of these Perfect Prospects to follow-up with in a more personal way through a system like e-mail outreach management to drive more engagement and response from those that have grown unresponsive.

OPTION 2A: LINKEDIN

YOUR EXISTING LINKEDIN CONNECTIONS

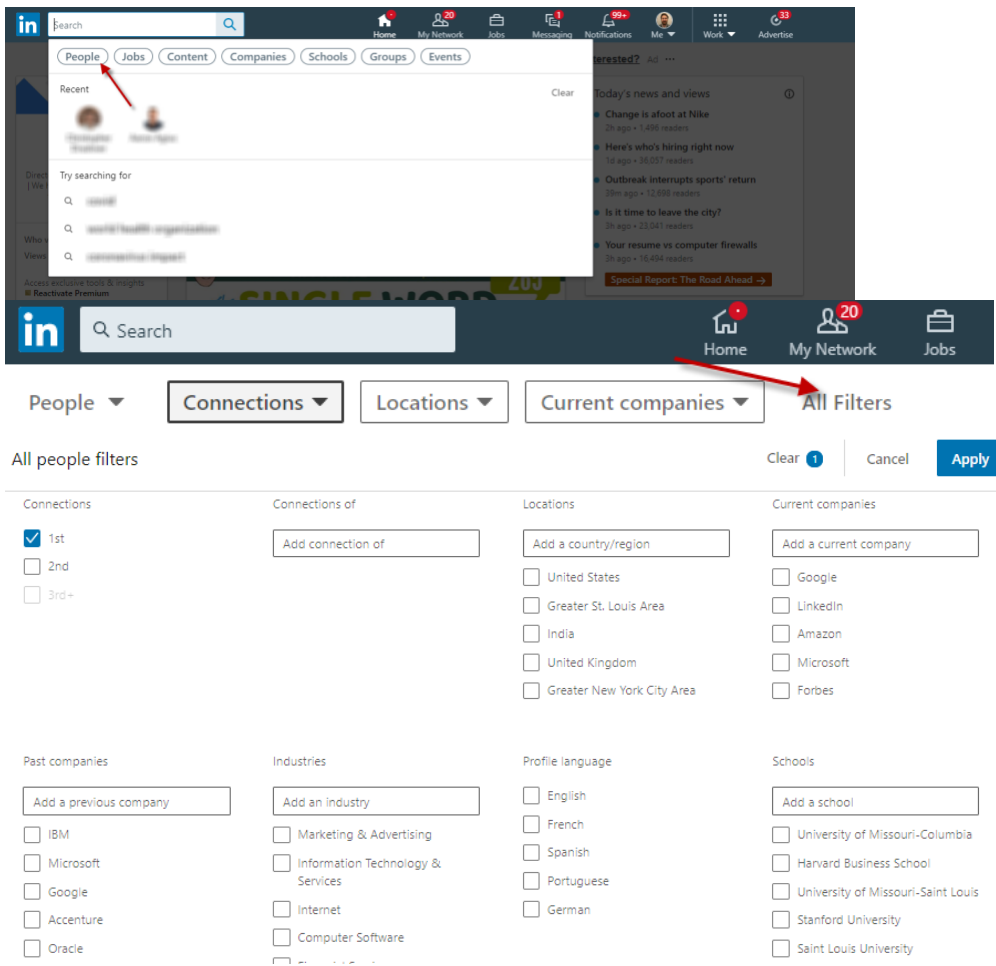
Perfect For: People connected to ideal prospects with whom they haven't yet spoken, or have spoken to but not yet closed, or have recently connected.

Pairs Well With: Those who have been active on LinkedIn previously. Just make sure to first create a search to find your perfect prospects and segment them from all contacts.

If you'd like to start with contacts you are already connected with on LinkedIn, you'd first want to start by filtering your 1st-degree connections by those that match your prospect profile.

To do so first click the search bar from within your LinkedIn account and choose the option for 'People' search.

Next choose 'All Filters' and set the search parameters to only include 1st-degree connections.



YOUR LINKEDIN CONNECTIONS

Note: the example above are the options within a Free LinkedIn account. Premium users of LinkedIn Sales Navigator have access to additional search filters

including company size, softwares being used and more filtering options.

Next, enter the criteria for your audience. Location. Industry. Title. And Keywords are the most commonly used for this exercise.

Now that you have filtered your search to the prospects you'd like to reach out to, it's time to find their email address and add to your list.

Contact interests

- Probono consulting and volunteering
- Joining a nonprofit board

Services

-
- Consulting
- Marketing
- Marketing Consulting
- Digital Marketing
- Coaching & Mentoring

First name

Last name

Title

Company

School



\$500/hr Advisory Roles - Many companies are seeking paid Business Advisors. Are you i

186 results

- William Walsh** - Director of Business Consulting
Greater St. Louis Area
Paul Couture, CPCM, CFCM, CFCM, NCMA Fellow, Kim Walsh Phillips, and 109 other shared connections
- Garret Williams** - Managing Director and CEO Business Fund
Greater St. Louis Area
Marc Bowers, Alex Wolk, and 10 other shared connections
- John Healy** - Senior Director of Operations, Business
Greater St. Louis Area
John P. Healy, Suzanne Finder, and 83 other shared connections

YOUR LINKEDIN CONNECTIONS

Click on their Contact Info and Gather the Information.

If you'd like to store their email contact information on a spreadsheet, we recommend exporting your Connection list from LinkedIn.

You can do that through this link: <https://www.linkedin.com/psettings/member-data> And choose the Option for Connections.

The image shows a LinkedIn profile for Prashanth Godrehal. The profile header includes a banner with the text "Productivity & sales conversion secrets that put your business and career in high growth mode." and a "Get email" button. Below the banner is the profile name "Prashanth Godrehal" and a bio: "Helping companies, leaders reach next level growth with sales effectiveness & personal productivity | ♥ the #automation #digitalservices | Partner @GrowthAspire Bangalore Urban, Karnataka, India · 500+ connections · Contact info". The profile also lists affiliations: GrowthAspire and University of California, Berkeley, Haas School of... The right sidebar shows contact information: "Your Profile" (linkedin.com/in/prashanth-godrehal-73a567), "Websites" (growthaspire.com, positiveworkhabits.com), "Phone" (98... (Mobile)), "Address" (555, 5th main, AGS Layout, RMV 2nd Stage, Bangalore 560094), "Email" (prashanth@...pire.com), "IM" (gprasha (Skype)), and "Birthday".

Below the profile is a navigation bar with "Account", "Privacy and activity" (selected), "Ads", and "Communications". The "Privacy and activity" section is open, showing "Get a copy of your data" options. A red arrow points to the "Connections" checkbox, which is checked. Another red arrow points to the "Request archive" button. The text below the button says "Your download will be ready in about 10 mins" and "Don't see what you want? Visit our Help Center."

OPTION 2B: LINKEDIN

FINDING NEW CONNECTIONS VIA LINKEDIN

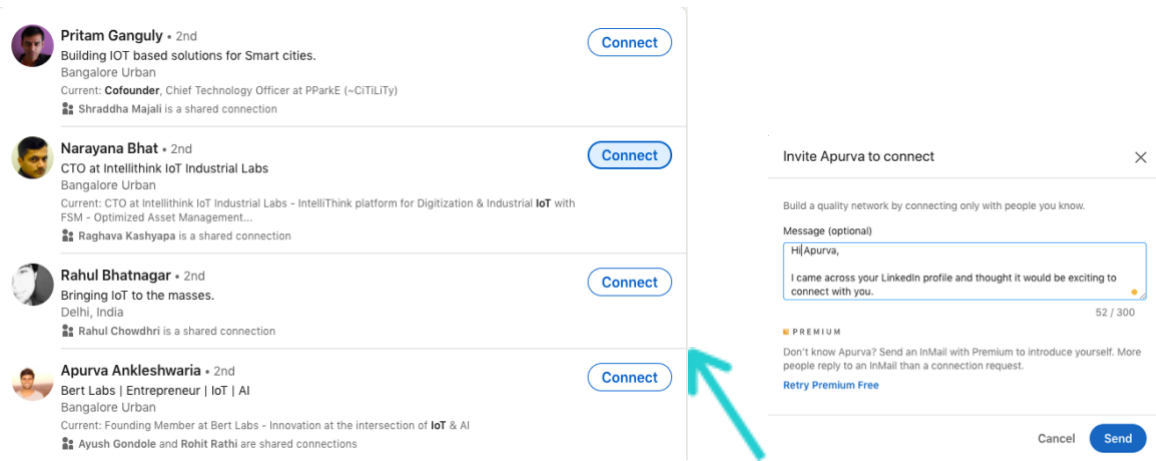
Perfect for: Those who need new connections and prospects to build their first list of 20 perfect prospects.

Pairs Well With: Those that read the directions above to learn how to find email address information from your 1st-degree connections profiles.

Read the instructions above to learn about LinkedIn's search. Make sure if you are targeting new connections that you choose 2nd + rather than 1st degree when building your search. After searching for the types of people you want to connect with via LinkedIn's People Search, click the three dots to the right of a person who looks like the right fit.

Choose 'Connect.'

Add a note. (we recommend the template from this example)



NEW CONNECTIONS VIA LINKEDIN

Wait until the next day. Then navigate to your Network and Connections.

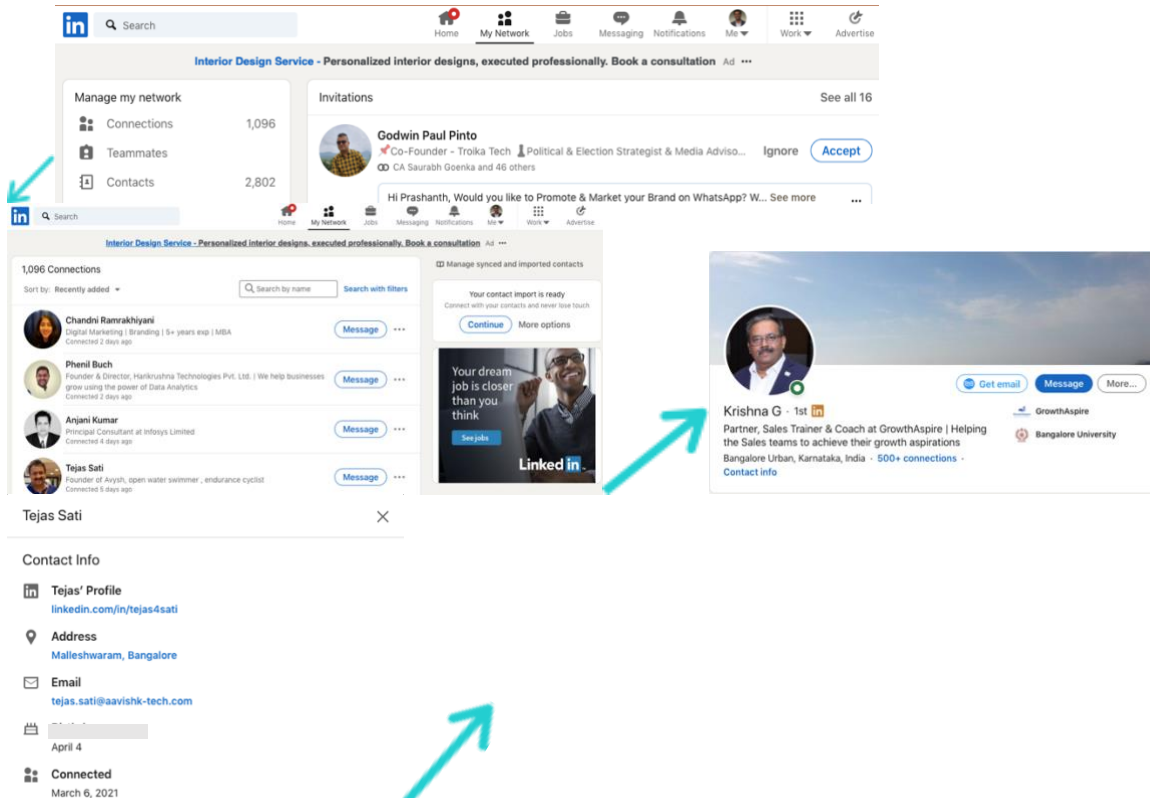
View your recent connections who have accepted your request at the top of the page and click their profile picture to navigate to their profile.

Click on their Contact Info and Gather the Information.

If you'd like to store their email contact information on a spreadsheet, we recommend exporting your Connection list from LinkedIn.

You can do that through this link: <https://www.linkedin.com/psettings/member-data>

And choose the Option for Connections.



OPTION 3: LIST BUILDERS

Perfect For: This works when you want to reach out prospect directly by e-mail to countries like US or within India.

If you are reaching out clients in Europe where restriction exists on the cold outreach, it is always better to do LinkedIn before gathering email addresses (option 2 above). Or restricting your cold email gathering to those with publicly available contact information.

Reaching out with e-mail works best with: LinkedIn. Many of the tools can additionally be used to gather email addresses from your current connections in a more automated fashion through their bulk upload of LinkedIn export data.

Notes:

1. **Start slow** - aim for that 20-50 number still of your perfect prospects so that you can stay on the good side of email marketing.

2. **Push for verified or validated emails.** This will help you reduce bounce rates or bad email addresses. Most all of these tools worth their salt have an option for verified or validated emails - use it.

B2B CONTACT PROVIDERS

There are many 3rd party vendors exist who provide contacts based on your target segment. One of the popular have been fundoodata.com, Dataguru.com and many companies.

The challenge with these companies is they give minimum database of 1000+ and comes at different prices. The lists to validated as they claim 80%~90% accuracy it always depends on different sets.

B2B CONTACT DATABASE SOFTWARE

There are also many software providers exists who can be used especially if your target database in international clients.

Many of the providers below offer similar filters as LinkedIn based on title, industry, function, location, company size and more to filter your audience

Some like AeroLeads and Zoominfo have options for software used by prospects (ie if you are targeting companies that use Salesforce for example). While others have options available for 'Intent' like ZoomInfo (based on their internal online research, hiring and M&A activity, funding announcements, and more).



SOME RECOMMENDED PROVIDERS:

Some of the most popular options among our customers are GetProspect, Seamless.ai, LeadEngine, Prospect.io rom Pipedrivei. Though all the above have been utilized by our customer-base.

Zaplify whom we are partner provides the database but also gives the LinkedIn profile so one can easily connect to LinkedIn and then go with e-mail option.

Here is great chance to implement full B2B lead nurturing system along with what you have learnt in this book.

Enrol yourself to the B2B Lead Nurturing Bootcamp with Online Course.



Prashanth Godrehal
Co-Founder & Partner, www.growthaspire.com

Yes, Sign me up for workshop