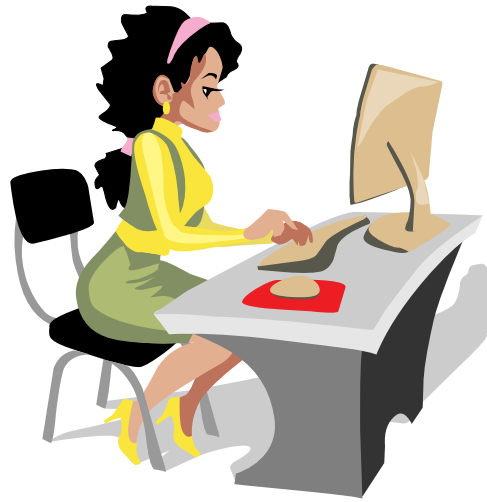# Lead List Generation

Introduction

If you are going to reach out by email, phone, mail, fax, or in person to a company or individuals, you will need to develop a lead list with customer information to assist you in doing this.

Lead Lists

To do this strategically, there are two things that you should do:

1. Figure out what searchable information will help you find qualified customers. Some of the descriptors of your target market may not be available in a searchable database, such as number of times visiting a gym per week. Most demographics (consumer and business customers), expense spending information (usually for businesses), and geography (consumer and business customers) are easily found.

2. Find databases that will have this information. Many databases are industry specific. In fact there are databases for food companies, manufacturing companies, accounting firms, law firms, and association lists. There are databases that are consumer specific, including student databases, sole proprietorship information, and member lists. The best thing to do to find the right database for you is to visit your local library (especially if they have a business section, which is available in most major cities) and ask what databases are available. Other places to look include economic development centres, associations or online resources.

Use the attached *Lead List Criteria* worksheet to help with developing your list.

Tips

✔ Create a lead list using at least 2 criterion.

✔ Start with a lead list of 300 or more customers.

✔ Understand what customers you don't want to work with up-front.

Resources

Click on the links below for further reading:

✔ **Create A Lead List Process**

✔ **Info USA**

✔ **Scott's Directory**

Databases

Libraries
Public Libraries
Toronto Reference Library: http://www.torontopubliclibrary.ca/databases/
London Public Library: http://www.londonpubliclibrary.ca/informationdatabases
University Libraries
University of Calgary: http://library.ucalgary.ca/branches/business/databases

Board of Trade & Government
Canadian Business Directory:
http://www.importexporthelp.com/canadian-business-directory.htm
Toronto Board of Trade Resources:
http://www.bot.com/AM/Template.cfm?Section=Business_Resources

List of Databases
DatabasePool: http://www.databasepool.com/
North American Direct Marketing:
http://www.northamericandirectmarketing.com
Special Databases:
http://www.specialdatabases.com/us-business-directory-list.html

Directories
YellowPages: http://www.yellowpages.com
SuperPages: http://www.superpages.com
Info USA: http://www.infousa.com
Scott's Directory: http://www.scottsinfo.com/scottshome/default.aspx
Profile Canada: http://www.profilecanada.com/
Hoovers: http://www.hoovers.com/
Business.com: www.business.com
World Directory: http://www.worlddirectory.com/

Examples

Good Example: An energy audit company decided to create a lead list that showed the water and energy expense per month to help create a lead list of qualified prospects.

Bad Example: An IT company decided to create a lead list highlighting the companies within the closest geographical area. This meant that 100% of the leads contacted were close to them, but only 10% were qualified customers that they would actually want to work with.

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