

## Business Database Instructions:

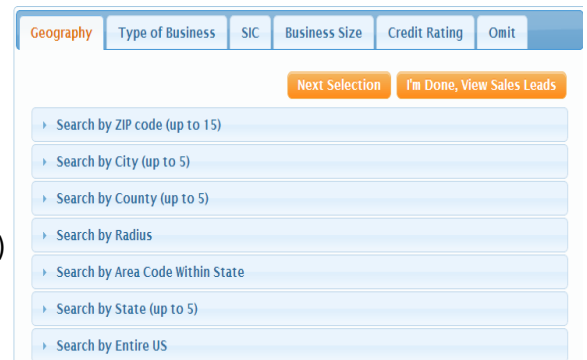
1. Under where it says 15 Million Business Sales Leads, click the orange START button.



Here you will begin to select your search criteria. With every search you do, you will have to select a geographical location first.

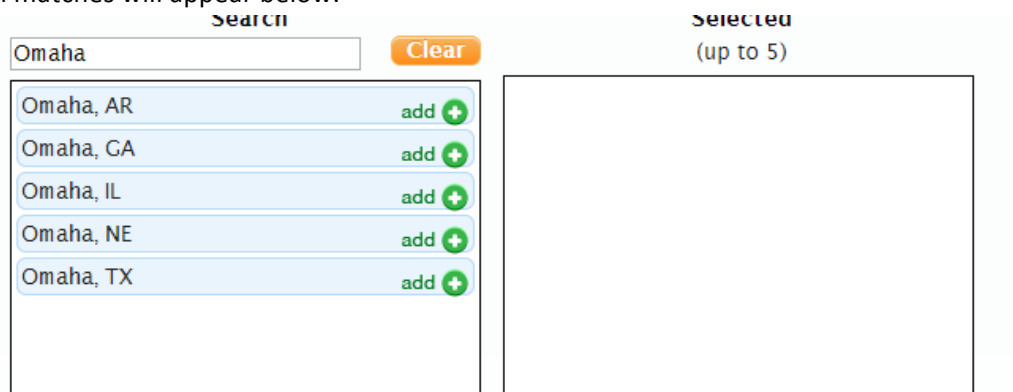
### 2. Geography Selections:

- a. Zip Code (up to 15)
- b. City (up to 5)
- c. County (up to 15)
- d. Radius Around a Specific Address (1 to 15 miles)
- e. Area Code within a State
- f. State (up to 5)
- g. Entire U.S.



For our example we will use Omaha, NE.

- First click on Search by City. In the search box that drops down, start typing Omaha. A list of potential matches will appear below.



- Then click on the green ADD button for the city you want. Your selection will move over to the right.
- If you select the wrong city, hit the red DELETE button to remove it from the selected box.

You can select more cities (up to 5) by repeating these steps. For our example we will leave it at one.

Next click the orange NEXT SELECTION button. It is located just above the search criteria box.



### 3. Type of Business Selection:

- This tab allows you to select criteria based on the specific industry you are targeting.

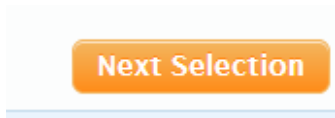
For our example we will search for Restaurants.

- In the Search box start typing Restaurants. A list of potential industries will appear below.

- Then click the green ADD button. Your selection will move over to the right.
- If you select the wrong industry, hit the red DELETE button to remove it from the selected box.

From here you can choose more industries (up to 25) to target by repeating these steps. For our example we will leave it at one.

Next click the orange NEXT SELECTION button. It is located just above the search criteria box.



#### 4. SIC Selection:

a. This tab allows you to search for your specific industry by the Standard Industrial Classification.

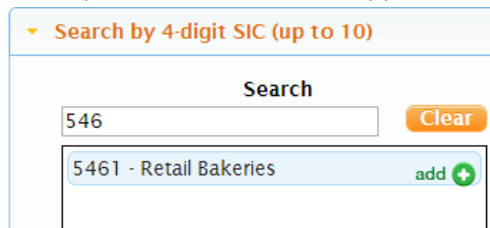
- i. 2-digit
- ii. 4-digit
- iii. 7-digit



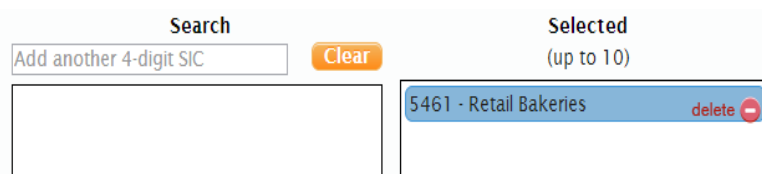
b. Keep in mind that if you have already selected something under the 'TYPE OF BUSINESS' tab, then you will NOT need to search by anything under this tab. You will want to search by 'TYPE OF BUSINESS' OR 'SIC'.

c. If you choose to search by SIC code instead of searching by Type of Business: For our example we will search by the SIC code 5461: Retail Bakeries.

- i. First click Search by 4-digit SIC. In the search box that drops down, start typing 5461. A list of potential matches will appear below.



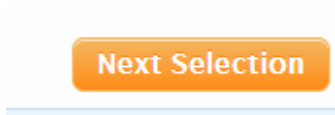
- ii. Then click the green ADD button. Your selection will move over to the right.
- iii. If you select the wrong SIC, hit the red DELETE button to remove it from the selected box.



- iv. If you want to search by SIC code, we recommend checking out this website: <https://www.osha.gov/pls/imis/sicsearch.html>. This is what we use to get all of our 4-digit SIC codes.

For our next example we will search by Type of Business instead of SIC code.

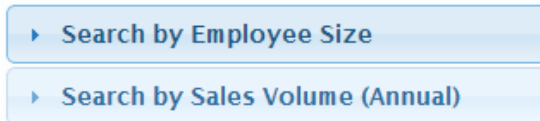
Click the orange NEXT SELECTION button. It is located just above the search criteria box.



**5. Business Size Selection:**

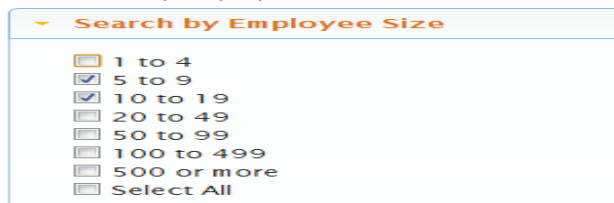
a. This tab allows you to select criteria based on the size of the company, such as:

- i. Employee Size
- ii. Annual Sales Volume



For our example we will search for companies with 5 to 19 employees and who have an annual sales volume of \$500,000 to \$1 million.

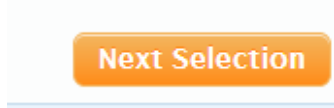
- First click on Search by Employee Size. Check the boxes for 5 to 9 and 10 to 19.



- Next click on Search by Sales Volume. Check the box for \$500,000 to \$1 Million.



Next click the orange NEXT SELECTION button. It is located just above the search criteria box.



**6. Credit Rating Selection:**

a. This tab allows you to select companies with a certain credit capacity, such as:

- i. Excellent
- ii. Good
- iii. Satisfactory
- iv. Government/Institutions

(Keep in mind this is not the company's exact credit score; rather, it is based on a variety of variables put into a model.)

For our example we will choose companies that have an Excellent credit capacity.

- Check the box for Excellent.



A screenshot of a dropdown menu titled "Search by Credit Rating". The menu is open, showing five options with checkboxes: "Excellent" (checked), "Good", "Satisfactory", "Government/Institutions", and "Select All".

Next click the orange NEXT SELECTION button. It is located just above the search criteria box.

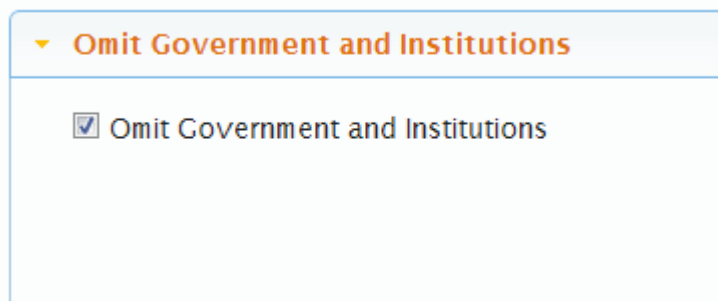


#### 7. Omit Selection:

- a. This tab allows you to omit government agencies and institutions, such as banks, schools, universities, libraries, etc.

For our example we will omit them.

- Check the box for Omit Government and Institutions.



A screenshot of a dropdown menu titled "Omit Government and Institutions". The menu is open, showing one option with a checked checkbox: "Omit Government and Institutions".

That concludes the steps for selecting your search criteria. You are now ready to view your list of sales leads that meet your criteria selections.

Next click the orange button that says I'M DONE, VIEW SALES LEADS. It is located just above the search criteria box.

I'm Done, View Sales Leads

8. List page:

- a. This will bring you to the page that has your list of leads that match your selected search criteria.
- b. If you look on the right hand side, you will see the number of sales leads that meet your criteria.

Your Search Resulted In  
**47**  
Sales Leads

- c. The list page will display the first 25 leads that matched your search criteria. You can change it to show 10, 50, or 100 leads by selecting the drop down menu at the bottom of the page.

Show 25 entries

- d. Click on a company name and you can see additional information. The additional information is located on the right of your list.

Displaying 1 to 25 of 47							
<input type="checkbox"/>	Company Name	Address	City	State	ZIP code	Phone Number	Map
<input type="checkbox"/>	Diner	409 S 12th St	Omaha	NE	68102	(402) 341-9870	
<input type="checkbox"/>	King Fong Cafe	315 1/2 S 16th St	Omaha	NE	68102	(402) 341-3437	
<input type="checkbox"/>	Manhattan Deli	222 S 19th St	Omaha	NE	68102	(402) 345-1386	
<input type="checkbox"/>	Leos Diner	6055 Maple St	Omaha	NE	68104	(402) 553-2280	
<input type="checkbox"/>	Hunan Garden	5816 Center St	Omaha	NE	68106	(402) 553-4511	
<input type="checkbox"/>	EI Alamo	4917 S 24th St	Omaha	NE	68107	(402) 731-8989	
<input type="checkbox"/>	EI Ranchito	4318 S 24th St	Omaha	NE	68107	(402) 731-9717	
<input type="checkbox"/>	Big Horn Mountain Barbecue	2524 S 13th St	Omaha	NE	68108	(402) 934-7427	
<input type="checkbox"/>	Ethnic Sandwich Shop	1438 S 13th St	Omaha	NE	68108	(402) 422-1040	
<input type="checkbox"/>	King Kong 4	3362 S 13th St	Omaha	NE	68108	(402) 934-8988	
<input type="checkbox"/>	Subway	3114 S 24th St	Omaha	NE	68108	(402) 341-9449	
<input type="checkbox"/>	Stage II Lounge	3210 N 30th St	Omaha	NE	68111	(402) 451-9726	

**Business Profile**

**Diner**  
409 S 12th St  
Omaha NE  
(402) 341-9870  
dinernyc.com

Employee Size	5 to 9
Sales Volume	\$500,000 to \$1 Million
Credit Description	Excellent
Credit Capacity	\$1,500
Type Of Business	Restaurants
Years In Business	10+ Years

**Contacts**

**Terেসita Caguioa**  
Owner  
(402) 341-9870

You have the option to export all your leads, by clicking the PRINT ALL SALES LEADS or the DOWNLOAD ALL SALES LEADS button. The button is located on the right hand side above the business profile section of your leads.

Print All Sales Leads

Download All Sales Leads

You can choose to either print it to a call sheet or download it as a .csv file, which will open as an Excel spreadsheet. \*Note: You don't need Excel to work with our data. You can also open it with other spreadsheet software, such as Open Office. To download a free copy of Open Office, go to <http://www.openoffice.org/download/>

- **PDF Call Sheet**

		<b>Business</b> <b>Sales Lead Prospect List</b>		Creation Date :07/10/13
<b>Dairy Queen</b> Tom Potter 10000 California St Ste FC7 Omaha, NE 68114 dairyqueen.com		Phone: (402) 393-3662 Business Type: Restaurants Sales Volume: \$500,000 to \$1 Million Employee Size: 5 to 9 Credit Rating: Excellent	<b>Notes</b>	
<b>Subway</b> Pam Cronkhitte 3114 S 24th St Omaha, NE 68108 subway.com		Phone: (402) 341-9449 Business Type: Restaurants Sales Volume: \$500,000 to \$1 Million Employee Size: 5 to 9 Credit Rating: Excellent		
<b>King Kong 4</b> Ruf contact name unavailable 3362 S 13th St Omaha, NE 68108 kingkongfastfood.com		Phone: (402) 934-8988 Business Type: Restaurants Sales Volume: \$500,000 to \$1 Million Employee Size: 5 to 9 Credit Rating: Excellent		
<b>Diner</b> Tereisa Capulosa 409 S 12th St Omaha, NE 68102 dinernyc.com		Phone: (402) 341-9870 Business Type: Restaurants Sales Volume: \$500,000 to \$1 Million Employee Size: 5 to 9 Credit Rating: Excellent		

- **Downloaded .csv file**

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y								
1	First Name	Last Name	Prefix	Suffix	Gender	Title	Company	Phone	Nu	Email	Address	City	State	ZIP code	ZIP+4	Route	Delivery	F	Employee	Sales	Vol.	Primary	SI	Primary	LI	Year	Estat	Credit	De	Website	Credit	Cap	Count
2	Tom	Potter	Mr		Male	Manager	Dairy Que	(402)	393-3662		10000 Cali	Omaha	NE	68114					5 to 9	\$500,000 t	5812001	Restauran	6 to 10	Yes	Excellent	dairyquee				\$1,500	Dough		
3	Pam	Cronkhitte	Ms		Female	Owner	Subway	(402)	341-9449		3114 S 24t	Omaha	NE	68108					5 to 9	\$500,000 t	5812001	Restauran	10+ Years	Excellent	subway.cc				\$1,500	Dough			
4							King Kong	(402)	934-8988		3362 S 13t	Omaha	NE	68108					5 to 9	\$500,000 t	5812001	Restauran	10+ Years	Excellent	kingkongf				\$1,500	Dough			

You have the option to export your selected leads, by clicking the PRINT SELECTED SALES LEADS or the DOWNLOAD SELECTED SALES LEADS button. The button is located on the right hand side above the business profile section of your leads.



- One way to select is by going through the list and putting a check in the boxes next to the companies that you would like to export. (We call this Cherry Picking).
- Alternatively, if you only wanted the first 30 leads, you would check the box up at the top of your list by the headers. (It is right next to the Company Name header.) That will select the first 25 leads on the first page. Then you can hit the next page button and put a check in the next five to get 30 leads selected.



You will also see on the list page two orange buttons that say NEW SEARCH and EDIT SEARCH. Those buttons are located on the left hand side above the displaying section of your leads.



- The NEW SEARCH button will take you back to the search page.

- The EDIT SEARCH button allows you to make any changes to your search criteria such as add additional criteria, remove certain criteria, or change your search completely. Once you edit the search that will change the search that is in your Saved Searches Section that you can find on the home page.