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***Business Development 101:
Seven Methods of Targeted Lead Development***
By Jack Miller

Over the years, I've had the need to develop leads for Market-Intell, to identify leads for clients, and also to find potential interviewees for in depth market research interviews. You, too, can use market intelligence techniques to find and develop leads.

You can buy a contact data base, or you can do a mass mailing to collect contacts, or you can go to a trade show and collect business cards, but here are 7 methods of targeted contact lead development:

- Company web sites
- Industry associations
- Networking
- LinkedIn
- Jigsaw
- Company press releases
- Call the CEO

An obvious starting point is **company web sites**, and in some cases you can find names and contact information for people you will want to talk to. **Industry associations** are another good resource. You can call them and ask for recommendations on whom to talk to, or look at their member list. Often, only members are allowed to see the member list, but you might be able to see who is on the board and who is on what committees.

Of course, **networking** is also useful. People you know can refer you to people you need to get to know. [LinkedIn](#) is a great resource for this. You can connect via Groups, and I've also identified and contacted leads via InMail. That requires Linked-In Premium, though it is well worth it. I've even done surveys on LinkedIn.

Another resource is www.jigsaw.com. You can buy contacts for points, and you buy points or you can earn points by providing and updating contacts. You can search by company, by location, and by level. Jigsaw was indispensable when I needed to find key R&D people at the major auto companies.

In one more difficult case, I identified the company I wanted to talk to, but they were very protective of their people. I was unable to get an email address or a phone number, and reception did a good job of blocking me. I found the name of a division head in a **company press release** (these are a great resource!), but still reception blocked my calls. Finally, I sent a letter the old-fashioned way, and got a response within two weeks. Sometimes it's best to go Low-Tech.

Of course, you can usually get the name of the CEO, even for private companies, and in one case a cold **call to the CEO** resulted in a great interview.

These things often take time, time you may not have. Market-Intell can help.

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