# DemographicsNow
How to create a sales lead list

DemographicsNow, brought to you by Gale, delivers the data you need to make sound business decisions. If you're looking to put together a sales lead list or a marketing mailing list, *DemographicsNow* offers a quick and easy way to identify and locate leads that will efficiently improve your marketing and selling efforts.

In this guide, we'll use a specific scenario to help us build our sales lead list.

> Let's say we own a landscaping company in the Ann Arbor, MI area and are looking to identify new clients to sell our services to. One of our prime targets are property managers and leasing companies since tenants are usually not required to maintain their landscaping themselves and it is the responsibility of the property management companies. We'll use this list to find new customers for our business.

STEP ONE: After logging into *Demographics Now*, click on the **BUSINESS/HOUSEHOLDS** tab at the top of the page.
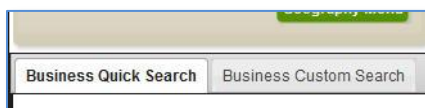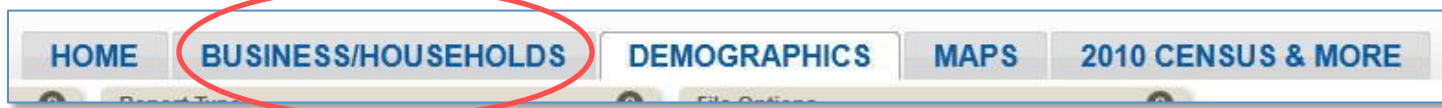
STEP TWO: There are two search options available to locate sales leads. The first is the **Business Quick Search**. This is a great search to use if you know the company name, phone number or executive's name and quickly want to access the business profile. Since we want to create a list of businesses, the other option, **Business Custom Search**, will work best. The custom search provides a list of options to create a custom list. Here, we can generate a list of businesses by specifying criteria such as company name, business type, size, ownership, and so much more. Click on the **Business Custom Search** Tab.

STEP THREE: Next, we need to limit our geographic location to Ann Arbor and its surrounding metro areas. To do this, click on the edit button in the **Enter Geography** search box (small arrow on the right of the search box) and select **Pick From Geography List**. **Pick From Geography List** allows you to select single or multiple geographies with choices like counties, census tracts, cities, CBSAs, and more. From the window that opens, click the plus sign next to **Metro CBSAs by State** to open up the state list. Then click the plus sign next to *Michigan* and then click the checkbox *Ann Arbor, MI Metro*. Next, click OK to submit our geography.
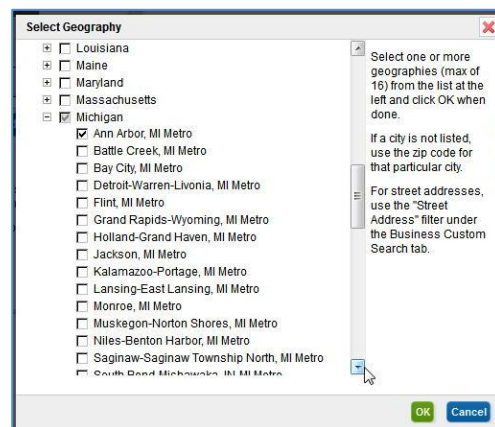
STEP FOUR: Next, we will search for leads by **Business Type**. Click the arrow to the right to open up our choices. We have three options here: SIC, NAICS and keyword by industry code.

Let's browse the **NAICS Major Industry Groups** by placing a checkmark in its checkbox. **NAICS Industry Groups** break down businesses into categories. *Real Estate and Rental and Leasing* is the closest category to what we're looking for so let's expand it by clicking on the plus sign. Under this category, *Lessors of Real Estate* has a few good categories for us; select the ones you want by checking their boxes.   See image on following page.

You can make any other selections you like by using the left hand side bar to choose things like *Ownership, Business Size, Financial*, etc. At any point, click the **Update Count** button on the right hand side of the screen to see how many businesses are in your result.

STEP FIVE: Now we're ready to view our list. On the far right hand side of the screen, click the **View Results** button. Now we are looking at a list of lessors and property management companies that we can sell our landscaping services to. Use the navigation buttons at the bottom of the list to move around in the list (50 businesses per page).
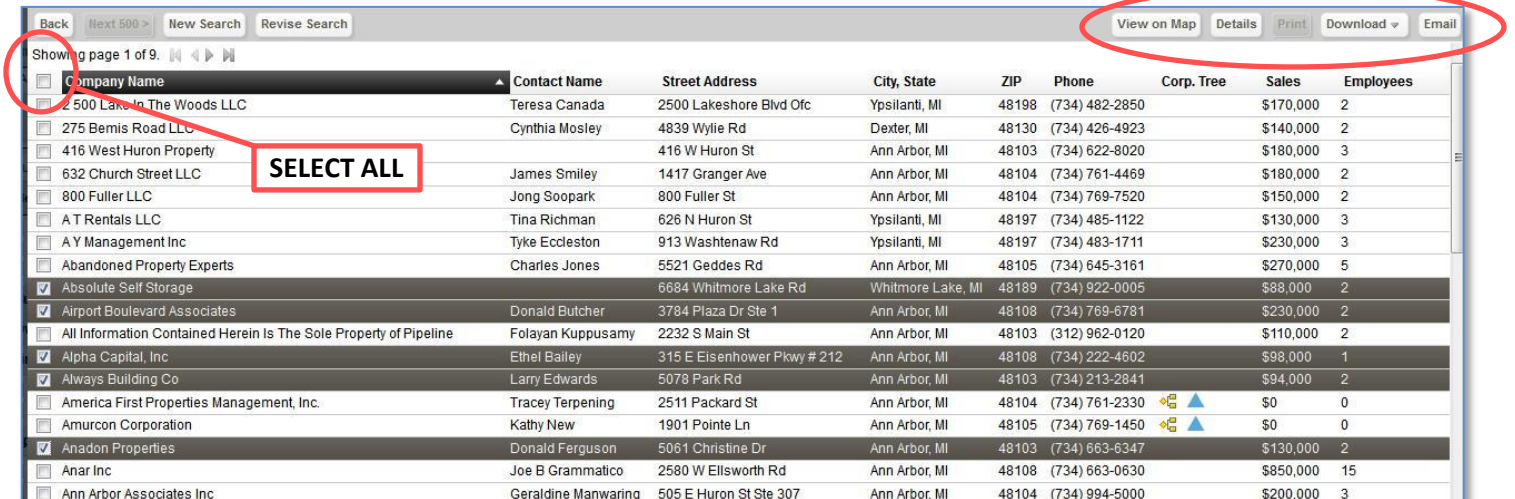
To view the business profile for any company in your list, simply **select the company (checkbox)** and click on the **Details** button (you can select up to 10 companies at a time). The *Business Profile* page provides a nicely formatted view of all aspects of the company, including annual sales and nearby businesses and competitors. You can Print/Download this page for access later.

STEP SIX: Now let's save this list. To get back to the complete list of companies, click the **Back** button. You may download this list in groups of 250 by selecting companies in the list (use the **Select All** check box to quickly select all 50 on a page) and clicking on the **Download** button. This will provide you with options of downloading the summary or detailed list. To view all of the information about a company, we'll want to **download the Detail report**. Once downloaded your list it can be refined further in Excel, saved in your My Documents folder, or uploaded to a database.

Need more help?

Look for **Help & Info** button in the upper right hand corner of the resource; you'll find tutorials, glossaries, data methodology procedures and more. Also, check out www.gale.cengage.com/training for *DemographicsNow* search tips and tutorials!