



EXAMPLE RESEARCH COVERAGE REPORT

Identify Contact Coverage of the Target Market List

Using the Target Company List from Stage 3, create a Research Coverage Report to determine the number of contacts you have for each target company. Include current and past employees. Also include potential candidates, as well as sources who may know potential candidates. Below is an example Research Coverage Report.

Target Companies	Current Emp.	Past Emp.	Research Complete
Constant Contact	5		<input checked="" type="checkbox"/>
E2open	2	1	<input checked="" type="checkbox"/>
Google	10	5	<input checked="" type="checkbox"/>
IntraLinks	1	1	<input checked="" type="checkbox"/>
LinkedIn	5	3	<input checked="" type="checkbox"/>
LogMeIn		1	<input type="checkbox"/>
Marketo		2	<input type="checkbox"/>
NetSuite		1	<input type="checkbox"/>
Proofpoint	2	3	<input checked="" type="checkbox"/>
Salesforce	12	7	<input checked="" type="checkbox"/>
Workday	6	2	<input checked="" type="checkbox"/>

Tips:

Performing a Research Coverage Report on your existing database, before researching external sources such as LinkedIn, will focus your external research and save you time.

Tracking your Research Coverage over time identifies gaps, helps your research stay focused, and shows your progress.

Research is often the longest stage and the Research Coverage Report is useful to keep your client up to date.