

Targets

Target Company List & Research Criteria



Researcher Workflow

Start your search with the people you know.

Rather than going straight online to look for candidates, start your search by leveraging your firm's database. Developing a list of quality candidates will ultimately come down to:

- People you already know
- People they know
- How likely they are to respond

Pro tip:
Create a **Research Criteria Scorecard** to thoroughly evaluate candidates based on relevant criteria.

Pro tip:
Target sources with an established connection, as they are most likely to take your call.

Step 1
Search your database for people at target companies that match the research criteria.

Step 2
Search your database for people at target companies that *know someone* who meets the research criteria.

Step 3
When you've exhausted your database, turn to other locations to find matches.

Sources
People that don't fit the criteria but might know someone who does.

Pro tip:
Create a **Coverage Report** to ensure all target companies are included.

Candidates
People from your database that match your research criteria.

Research Phase

Results
Candidates