

# SEARCHING THE INTERNET FOR LEADS AND INFORMATION

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Bookmark and visit <https://www.salesconcepts.com/sda> for up to date ideas, tips and resources. This document last updated on August 30, 2019.

## 1. Find new leads and prospect.

Perform [Google Advanced](#) Searches such as:

Try general searches like: ["Vice President" filetype:xls](#)

Get more specific with [Texas Refinery "Vice President" filetype:xls](#)

Repeat the searches for different files types

"Chief Financial Officer" filetype:csv [Click this to search now.](#)

"Plant Manager" filetype:pdf [Click this to search now.](#)

Try cities, zip codes, and area codes as well.

Use Google to search [Linkedin](#). Go to [Google Advanced](#) and enter a name, title or company and use for example: Dallas, TX "meeting planner" site:linkedin.com  
[Try it here.](#)

Add descriptive terms to this search for different results  
"meeting planner" Atlanta filetype:xls

## 2. Identify prospects within a certain mile range of a desired location.

[Google maps](#)

[Google earth](#)

Search [Google Maps](#) for different terms:

"Meeting Planner" Texas

"Meeting Planner" Philadelphia, PA

Banks 75001

Get creative, use your imagination to search for other terms

## 3. Find out the # of employees at a company with personnel titles.

General search on Google with name of company and phrase "Number of employees"  
Use [Google Advanced Search](#) and use sites like ["Spoke"](#), [Manta](#), [Linkedin](#) and [Facebook](#)

## 4. Stay current with your customers using [Google News](#). Search your company as well.

## 5. Use [Whois.com](#) to track down a physical address for more obscure websites.

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6. Find out which of your competitors a prospect or customers is already using.

Search for files and conversations involving your competitor's and customer's name.

Use [Google Advanced Search](#)

7. Do wildcard searches to find email addresses. The \* is a wildcard on [Google](#) and other search engines.

Find email addresses with “\*@domain.com” and name or title of an executive.

Look on [Spoke](#), [LinedIn](#) and [Twitter](#).

Look through a Company's Web Site especially their “About us” page.

Use [Google](#) to search a company's web site. [Try this.](#)

Use [Wikipedia](#) for larger companies or product types

8. Use [Twitter](#).

Follow your customers on [Twitter](#). See who they follow and follow relevant leads.

Search twitter for titles of possible leads.

Keep up with trends in your industry. Follow your company and what your company follows.

Follow your customers' customers!

9. Use [YouTube](#).

Subscribe to your customers on [YouTube](#). Get notified when they release the latest videos.

Search for key executives and titles to see what the buzz is in a company.

Search by product type and name.

See what your customers' customers are saying.

Keep up with trends in your industry. Follow your company and what your company follows.

10. Follow [@salesconcepts](#) on Twitter and [LinkedIn](#) for useful tips and insights on selling!