

referenceUSA®

Webinar Schedule

July 2016- September 2016

Did you know that ReferenceUSA offers free training webinars to users?
Anyone who is interested in learning more can register for the sessions.
We hope to see you soon.

Job Seeking: Career Search Strategies Using ReferenceUSA

Attendees will learn how to use ReferenceUSA as part of their career searching strategy. Included will be information on the importance of having accurate information for applications and resumes, creating engaging cover letters, assembling a network of references and referrers, finding key [individuals](#) at a business to act as mentors, building data sets of potential employers based on skill set, work history, and preferences, and preparing for interviews and interactions thorough research. We will also explore the Jobs & Internship module, which adds a new dimension to job searching.

<https://attendee.gotowebinar.com/rt/319571230605202947>

Mondays at 10:30 am CDT
Fridays at 3:00 pm CDT

ReferenceUSA's Search Essentials

Designed for anyone new to using our database, this hour-long session will cover all the basics of getting started with ReferenceUSA. We will cover the four essentials anyone, particularly those new to ReferenceUSA, will want to know in order to successfully use the resource. This is also a great opportunity for current users to learn some new tips, tricks, and techniques. Plenty of time will be reserved at the end of the session for questions.

<https://attendee.gotowebinar.com/rt/6542052778840674819>

Mondays at 3:00 pm CDT

Librarian's Training

There are hundreds of thousands of individuals signing into ReferenceUSA every year, each with a particular reason for wanting to access vital business and consumer information. Each search is as different as the individual searchers, but the results are always informative. ReferenceUSA is committed to helping you promote this new service to your community. We provide promotional materials to display and distribute. We can help get the word out by supplying you with a press release announcing your new acquisition.

We want to ensure your staff is prepared by delivering as much training and instruction as they need—and that you are apprised of all of our ongoing training events so that

they stay current on product developments. We extend our training capacity to those groups as well. You can connect them to our ongoing schedule of public events or host a program at the library where we will speak to any ReferenceUSA topic you choose.

<https://attendee.gotowebinar.com/rt/2680040176525329667>

Tuesdays at 10:30 am CDT

People Seeking People

Designed to help users find people using the same tools Private Investigators do, this session will cover all the basics of pinpointing the right people. We'll cover how to identify individuals choosing from dozens of search selections that include both demographic and firmographic information. Learn new tips, tricks, and techniques that will help you identify the people you're looking for, fast.

<https://attendee.gotowebinar.com/rt/322487135457382403>

Tuesdays at 3:00 pm CDT

Starting a Business

Learn how to use ReferenceUSA to complete the research you need to start a business.

- Research your Market
- Research your Competitors
- Research your Potential Customers

<https://attendee.gotowebinar.com/rt/2385324880793145603>

Wednesdays at 10:30 am CDT

Managing your Business

For Business Managers who are looking to learn more about:

- How to determine the strongest and weakest sales territories
- How to divide and distribute sales territories for the best results
- Who should your business be targeting for the greatest ROI
- Strategic Decision making- Using Market Analytics
- Competitive analysis/ SWAT analysis

<https://attendee.gotowebinar.com/rt/5049186468197251075>

Wednesdays at 3:00 pm CDT

Growing your Business for B2B Sales

Designed for business-to-business companies and their sales reps. This webinar will demonstrate:

- Knowing your territory's benchmarks
- Determining your best client
- Finding new sales leads (Vertical Marketing)
- Best Practices to grow your pipeline (Direct Mail, Phone Calls, Compelling Call to Action, Targeted messaging)

<https://attendee.gotowebinar.com/rt/4860986361405826563>

Thursdays at 10:30 am CDT

Growing your Business for B2C Sales

Designed for business to consumer companies and their sales reps. This webinar will demonstrate:

- How to find your target market
- How to find potential consumers
- Best practices for B2C sales
- How to research your market

<https://attendee.gotowebinar.com/rt/1229093846187287811>

Thursdays at 3:00 pm CDT

How to Research/Find a Doctor or Dentist

In this session learn:

- How to target your search to find your ideal doctor or dentist
- How to find doctors accepting your health plan
- How to research your current doctor/ dentist
- How to search for their office (cross- reference information with the U.S. business file)

<https://attendee.gotowebinar.com/rt/6446832872868231427>

Fridays at 10:30 am CDT