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](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](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