

Research Your Prospects

The following guide will assist you in navigating the Buyer and Seller databases located in your Passport.

Select Buyer or Seller database.

Select desired criteria.

Click SUBMIT. You now have several options:

- Click PRINT for print out of search results. Option: Name your print out.
- Click on the NAME OF THE COMPANY to display the company's profile.
- Click the VIEW ALL PROFILES button to display detailed information on all companies matching your search criteria.

Profile Printing/Exporting Options:

- Print Profiles directly from database.
- Open Profile in MS-Word. This will enable you to make notes directly on the profile sheet(s).

Click NEW SEARCH at the bottom of the Appointment Request Entry Page.

Note: You can select multiple criteria by holding the Ctrl key down while clicking.

Note: Companies must meet all criteria in order to be displayed.

Note: If you want a list of all companies attending, by Buyer or Seller, simply press SUBMIT with no criteria chosen. This will give you a full list of registered companies.

Tips on Researching Prospects:

- Start with your ideal group.
- Broaden or narrow your search criteria to develop your prospect list.
- Remember the 80/20 rule: 80% of your visitors come from 20% of your feeder areas.
- Review the website of specific companies that interest you to get more information on their current tour product.
- Incomplete profiles can affect search results.

The **Research Databases** contain company profiles from each company attending Marketplace. These profiles provide valuable company information, which is utilized to request quality appointments. Therefore, an updated profile is essential to marketplace success for Buyers and Sellers alike.

Request Your Appointments

The following guide will assist you in creating your appointment request list located in your Passport.

- Use Add Request and Request Maximum Buttons to Build Request List
- To request an appointment with an individual company, select a company and click ADD REQUEST.
- You can select multiple companies by holding the Ctrl key down while clicking selected companies.
- To request an appointment with all the companies in the Available Companies List Screen, click REQUEST MAXIMUM.
- The computer will allow you to choose up to the maximum number of requests and will not allow a delegate to duplicate requests.
- Prioritize your requests. The first/top request in the list should be your highest priority, and the last/bottom request in the list your lowest priority. Use the buttons located on the right hand side of the page to change the priority level of each request.
- If you want to delete an appointment request, highlight the Company and click DELETE. If you want to delete all appointment requests, click DELETE ALL.
- Once you have completed entering and reordering your appointment requests click SUBMIT REQUESTS.
- BUYERS: Select up to 3 breaks per session.
- Click PRINT to print a copy of your appointment requests for this session.
- Click EDIT REQUEST to make changes to your requests.
- Click SAVE AND EXIT to exit the system.

Note: You can edit your requests as many times as you wish prior to the Appointment Request Deadline of December 13, 2006.

Tips on Appointment Requests:

- Buyers should make requests for all three appointment sessions. Sellers will make requests for their session only.
- Use the list of companies who have requested your organization to make mutual requests. (Requested By Button)
- Multiple appointment-taking delegates from the same company should be certain not to duplicate each other's requests.
- Appointments are not scheduled based on the order the appointment requests are received. They are scheduled based on the date your Marketplace registration was sent to ABA.