

## Informed Prospecting Enables Targeted, Purposeful Outreach

*Simple ways for WDBs to achieve more effective, targeted outreach*

Workforce development boards (WDBs) support the economic vitality of the businesses in their communities. Therefore, it is critical for WDBs to keep pace with the changing economic dynamics in their local and regional community, so they can do more effective, targeted business outreach.

Informed prospecting is a data-based approach that allows WDBs to thin the haystack and flip the prospecting funnel – and pivot from a wide net of random prospecting calls to a narrow and focused field of top priority target companies. This approach relies on a high-quality business database, such as Dun and Bradstreet, and includes filters such as predictive, forward-looking indicators of individual business stress, failure risk and/or significant business change.

- What size of business are you looking to target, for example, <10 employee businesses or 10-50 employee businesses?
- What are your priority sectors – and which are emerging or shrinking?
- What is the business health of the companies within your jurisdiction? Who is growing, who is experiencing medium or high financial stress and/or who is likely to close their business with debt within the next 12-18 months?
- Which businesses are minority, women or veteran owned?
- What other designations need to be identified, such as SBA PPP loans, active disaster zones, WARN notices or Government contractors?



Informed prospecting allows WDB business representatives to not target every single business in one’s community, but rather quickly identify top prospects and reach out to the top 5, 10 or 25 companies first – complete with contact details.

[LEARN MORE.](#)

## Product Vue

*Utilizing data filters to build targeted outreach lists*

Use the EconoVue data filters to transform your cold-calling list into a targeted prospect list that closely aligns with your specific project criteria. Advanced and basic [filters](#) help to pinpoint top prospects, streamlining your outreach. For example:

# VuePoints

Leading with a proactive business engagement strategy for greater impact

*Four best practices for workforce boards nationwide*

State and local workforce development boards (WDBs) have the opportunity to become the unsung heroes within their state – and make an even greater impact to their communities.

[READ BLOG.](#)

## State Vue

*The impact of the great job shift on contact businesses*

The recent shift to remote work has put businesses – who require presence of customers or workforce to be in central location – at risk. Have you reached out to the contact businesses in your community?

[READ BLOG.](#)

# Training Vue

*Sign up for the EconoVue Skills Series*

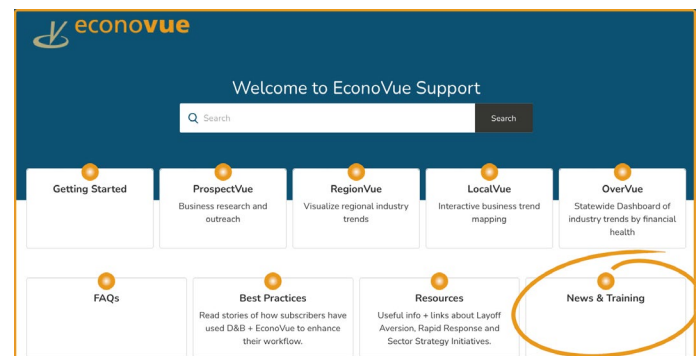
Register today for our monthly series of 30-minute coaching sessions – each designed to meet a key Workforce data need with a specific set of EconoVue skills and Practices.

The live, online sessions follow three core Workforce-related tracks:

- Business Outreach
- Research and Planning
- Occupations and Career Pathways

Pick and choose the classes that will impact your work the most – or join us for the entire series! Come back each month to try a new class or revisit a topic for current examples and ideas.

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