



# Finding The Company That Needs You

*Copyright © 2014 Rainwerks division, Marketwerks Inc.*

*Career Renewal – 3 15 15*



# Opportunity pipeline or funnel



## Among 500 Relevant Companies

- Visible jobs: \_\_\_\_\_
- “Hidden” jobs: \_\_\_\_\_
- **Can you assume that all the other companies don't need you?**

## ... Opportunity funnel, cont'd.



### Among 500 Relevant Companies

- Visible jobs \_\_\_\_\_
- “Hidden” jobs \_\_\_\_\_
- **Latent, non-job opportunities** \_\_\_\_\_

# Finding the company that needs you

1. More target companies
2. Aware that they need you



# Strategy One

**Find more  
target companies**

*Find More Target Companies*

# Company population

**Of the 6 million companies in USA that have employees:**

|                                  |           |
|----------------------------------|-----------|
| Firms with 5 to 9 employees      | 1,044,065 |
| Firms with 10 to 19 employees    | 633,141   |
| Firms with 20 to 99 employees    | 526,307   |
| Firms with 100 to 499 employees  | 90,386    |
| Firms with 500 employees or more | 18,469    |

**~5,000 companies have stock publicly traded on one of the exchanges**

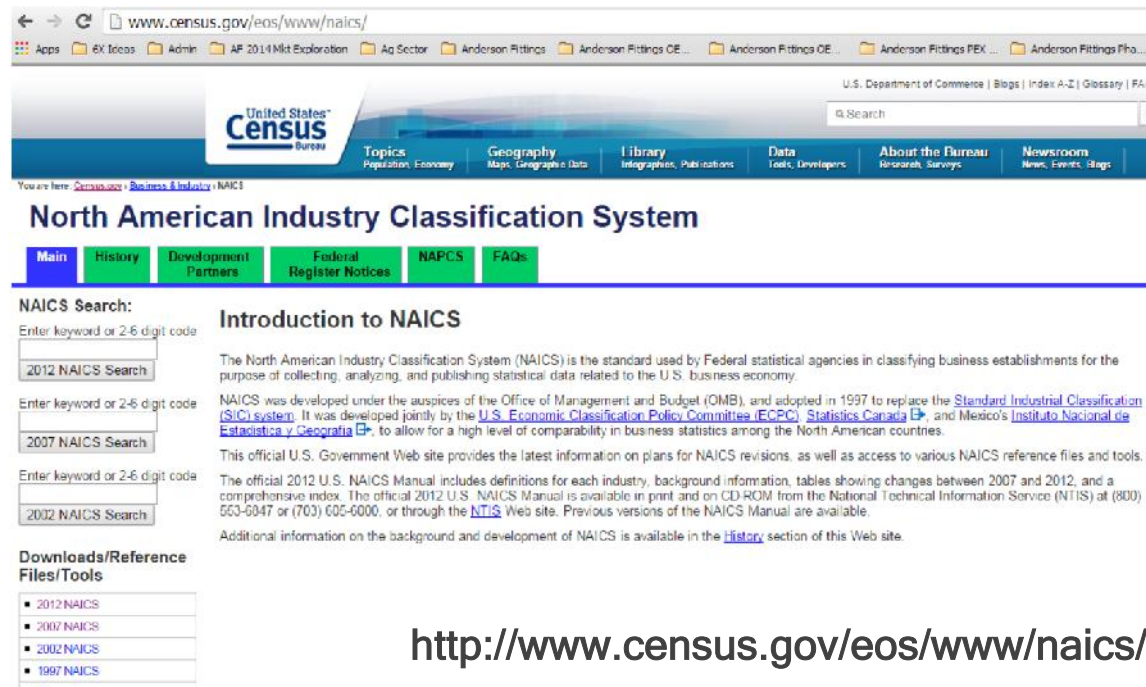
*Sources: U.S. Bureau of the Census, Grant Thornton*

*Copyright © 2014 Rainwerks division, Marketwerks Inc.*



Find More Target Companies

# Classifying companies: NAICS



The screenshot shows the website [www.census.gov/eos/www/naics/](http://www.census.gov/eos/www/naics/). The page title is "North American Industry Classification System". There are three search boxes under "NAICS Search:" with labels "2012 NAICS Search", "2007 NAICS Search", and "2002 NAICS Search". A red arrow points to the "Downloads/Reference Files/Tools" section, which lists "2012 NAICS", "2007 NAICS", "2002 NAICS", and "1997 NAICS". The URL <http://www.census.gov/eos/www/naics/> is displayed below the screenshot.

Copyright © 2014 Rainwerks division, Marketwerks Inc.



Find More Target Companies

# NAICS: 2-digit industry codes

You are here: [Census.gov](#) / [Business & Industry](#) / [NAICS](#) / NAICS Search/Tools

## North American Industry Classification System

- [Main](#)
- [History](#)
- [Development Partners](#)
- [Federal Register Notices](#)
- [NAPCS](#)
- [FAQs](#)

### NAICS Search:

Enter keyword or 2-6 digit code

2012 NAICS Search

Enter keyword or 2-6 digit code

2007 NAICS Search

Enter keyword or 2-6 digit code

2002 NAICS Search

### Downloads/Reference Files/Tools

- 2012 NAICS
- 2007 NAICS
- 2002 NAICS
- 1997 NAICS
- Concordances
- NAICS Update Process Fact Sheet [PDF, 37KB]

### Contact Us

[Email Us: naics@census.gov](mailto:naics@census.gov)

### 2012 NAICS

The following table provides detailed information on the structure of NAICS. Also included, on this page, are downloadable, Excel and text, concordance files for 2012, 2007 and 2002.

| Sector                | Description  |
|-----------------------|--|
| <a href="#">11</a>    | Agriculture, Forestry, Fishing and Hunting                               |
| <a href="#">21</a>    | Mining, Quarrying, and Oil and Gas Extraction                            |
| <a href="#">22</a>    | Utilities  |
| <a href="#">23</a>    | Construction   |
| <a href="#">31-33</a> | Manufacturing  |
| <a href="#">42</a>    | Wholesale Trade  |
| <a href="#">44-45</a> | Retail Trade   |
| <a href="#">48-49</a> | Transportation and Warehousing   |
| <a href="#">51</a>    | Information  |
| <a href="#">52</a>    | Finance and Insurance  |
| <a href="#">53</a>    | Real Estate and Rental and Leasing                                       |
| <a href="#">54</a>    | Professional, Scientific, and Technical Services                         |
| <a href="#">55</a>    | Management of Companies and Enterprises                                  |
| <a href="#">56</a>    | Administrative and Support and Waste Management and Remediation Services |
| <a href="#">61</a>    | Educational Services   |
| <a href="#">62</a>    | Health Care and Social Assistance  |
| <a href="#">71</a>    | Arts, Entertainment, and Recreation                                      |
| <a href="#">72</a>    | Accommodation and Food Services  |
| <a href="#">81</a>    | Other Services (except Public Administration)                            |
| <a href="#">92</a>    | Public Administration  |

<http://www.census.gov/cgi-bin/sssd/naics/naicsrch?chart=2012/>

Copyright © 2014 Rainwerks division, Marketwerks Inc.





Find More Target Companies

# NAICS drill-down

## NAICS Search:

Enter keyword or 2-6 digit code

2012 NAICS Search

Enter keyword or 2-6 digit code

2007 NAICS Search

Enter keyword or 2-6 digit code

2002 NAICS Search

## Downloads/Reference Files/Tools

- 2012 NAICS
- 2007 NAICS
- 2002 NAICS
- 1997 NAICS
- Concordances
- NAICS Update Process Fact Sheet [PDF, 37KB]

## Contact Us

Email Us: [naics@census.gov](mailto:naics@census.gov)



## 2012 NAICS Definition

T = Canadian, Mexican, and United States industries are comparable.

### Search results for: 44

Number of records found: 167

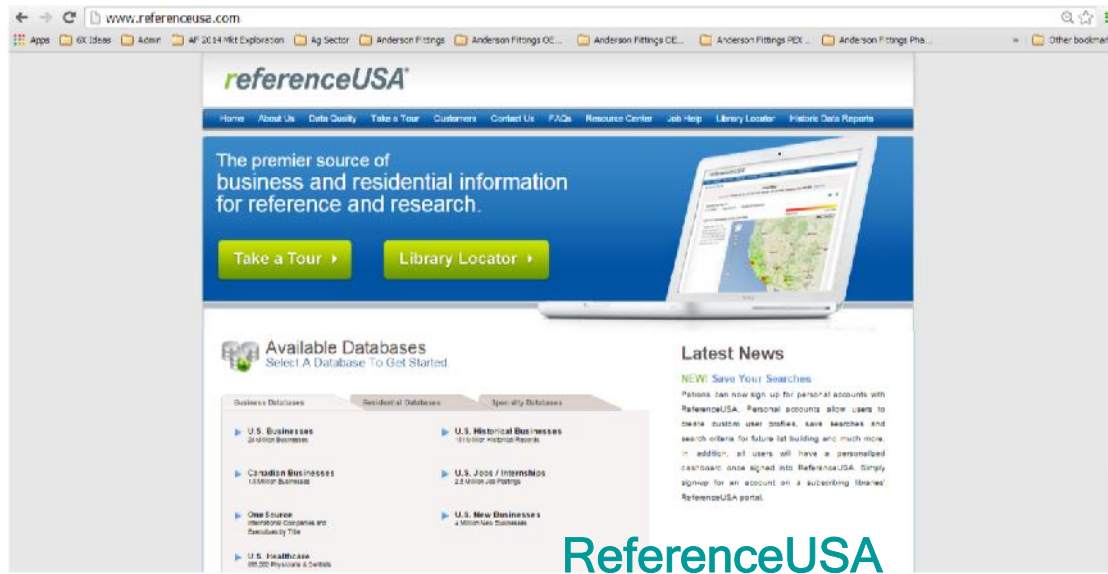
- [44.45](#) Retail Trade<sup>T</sup>
- [441](#) Motor Vehicle and Parts Dealers
  - [4411](#) Automobile Dealers
    - [44111](#) New Car Dealers
    - [441110](#) New Car Dealers
    - [44112](#) Used Car Dealers
    - [441120](#) Used Car Dealers
  - [4412](#) Other Motor Vehicle Dealers
    - [44121](#) Recreational Vehicle Dealers
    - [441210](#) Recreational Vehicle Dealers
    - [44122](#) Motorcycle, Boat, and Other Motor Vehicle Dealers
    - [441222](#) Boat Dealers
    - [441228](#) Motorcycle, ATV, and All Other Motor Vehicle Dealers
  - [4413](#) Automotive Parts, Accessories, and Tire Stores
    - [44131](#) Automotive Parts and Accessories Stores
    - [441310](#) Automotive Parts and Accessories Stores
    - [44132](#) Tire Dealers
    - [441320](#) Tire Dealers
- [442](#) Furniture and Home Furnishings Stores
  - [4421](#) Furniture Stores
    - [44211](#) Furniture Stores
    - [442110](#) Furniture Stores
  - [4422](#) Home Furnishings Stores
    - [44221](#) Floor Covering Stores
    - [442210](#) Floor Covering Stores
    - [44229](#) Other Home Furnishings Stores
    - [442291](#) Window Treatment Stores
    - [442299](#) All Other Home Furnishings Stores
  - [443](#) Electronics and Appliance Stores

Identify your target industries to 3, 4, 5 or 6-digit level...

Find More Target Companies

# ... Find companies & decision-makers

Free Through Your Public Library



Commercial Version

[InfoUSA](http://InfoUSA)

Mr. Quinn Cooper  
Account Executive  
402.836.1135

[quinn.cooper@infousa.com](mailto:quinn.cooper@infousa.com)

Find More Target Companies

## ... Find companies & decision-makers

AtoZdatabases

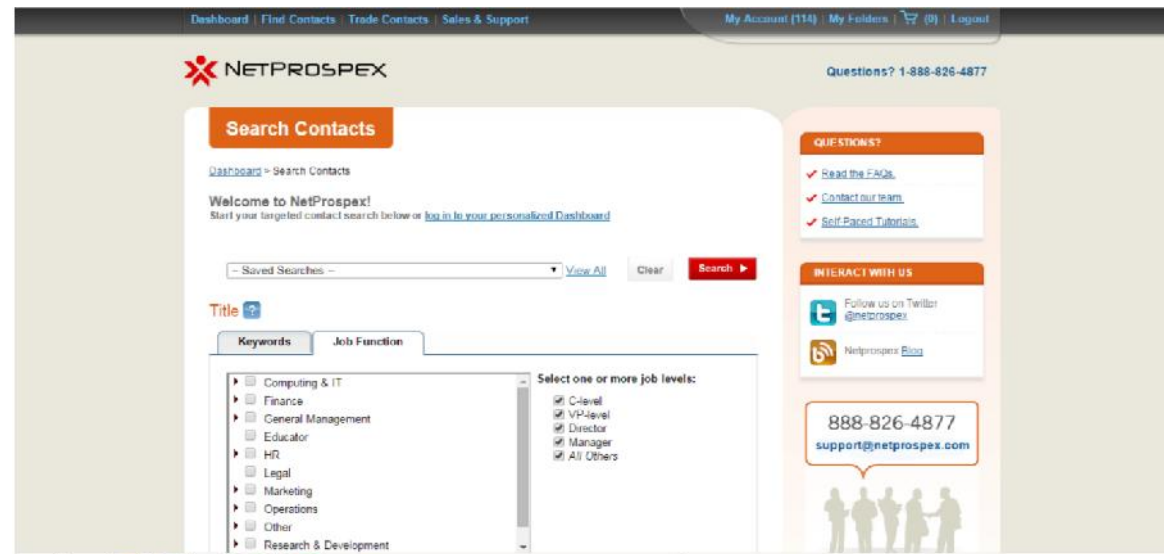
Net Prospex

Zoom Info

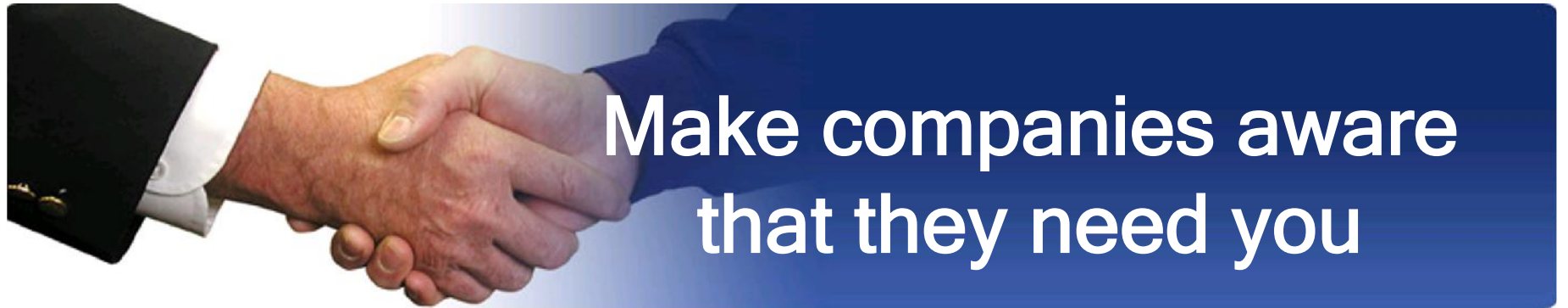
Data.com

LinkedIn

Google search



## Strategy Two



*Acutely Aware That They Need You*

# A compelling candidate for the job



## Hiring Executives' Big 3 Questions

- Can you do the job?
- Will you fit in?
- Do you want the job?

In Search of the Perfect Job

Clyde C. Lowstuter



*Acutely Aware That They Need You*

# You: The solution to a pressing problem

## Latent Non-Job Opportunities

What are some meaningful problems that target companies have

... for which engaging you would be a compelling solution?



*Acutely Aware That They Need You*

# Positioning

For \_\_\_\_\_

Who face the challenge that \_\_\_\_\_

And will spend money because \_\_\_\_\_

What I offer is \_\_\_\_\_

The result the company can expect is \_\_\_\_\_



*Acutely Aware That They Need You*

## Positioning example: a supply chain pro

For CEOs of distributors owned by private equity firms

Who face the challenge of too much working capital tied up in inventory

And will spend money because their loan covenants may be violated

What I offer is hands-on rebalancing of inventory based on Turn-n-Earn

The result the company can expect is higher fill rates, lower inventory \$\$



*Acutely Aware That They Need You*

## Positioning: Can I have a volunteer?

For \_\_\_\_\_

Who face the challenge that \_\_\_\_\_

And will spend money because \_\_\_\_\_

What I offer is \_\_\_\_\_

The result the company can expect is \_\_\_\_\_



*Acutely Aware That They Need You*

# Communications tools

- Networking (flyer) →
- Direct mail (one-page letter)
- Call and e-mail
- Trade shows and conferences

**Ready to ramp up your consulting or coaching business?**

Experienced professionals who are launching consultancies and business coaching practices for the first time face unfamiliar challenges for which they are only partially prepared. Subject matter expertise is important, but not enough. Success as a solo service provider also requires new knowledge, skills, tools and practices. Yet there are limited resources you can turn to for training, tools, and a community of peers.

Rainwerks.com offers services and products to help you succeed.

**Solution**

Our online program offerings fall into 3 categories:

- **You - A Rainmaker!** (Profitably grow revenue through strategy, marketing, business development, and pricing)
- **Excel In Service** (Enhance your processes for delivering excellent services, efficiently)
- **Run Your Business** (Turn the unglorious aspects of your consulting or coaching business into an advantage: financial management, billing and payment, legal matters)

Whether you are new to independent consulting or coaching or experienced at it, Rainwerks is the antidote to figuring things out the hard way in a costly struggle.

**LEARN MORE and ENROLL at [www.rainwerks.com](http://www.rainwerks.com)**

info@rainwerks.com    www.rainwerks.com    800.208.0430

Rainwerks, Inc.  
2000 S. Cedar St. - Suite 200  
Schuylkill, PA 19380-3034  
800.208.0430  
www.rainwerks.com

# Finding The Company That Needs You

1. Use NAICS & databases to expand your funnel
2. Consider latent, non-job opportunities too
3. Determine where you're a great solution
4. Reach out to your funnel

# Contact

**Bob Sherlock**

**Rainwerks**

**1900 E. Golf Rd. - Suite 950**

**Schaumburg, IL 60173 USA**

**[rsherlock@rainwerks.com](mailto:rsherlock@rainwerks.com)**

**847-382-6210, x.802**

Experienced professionals who are launching consulting and coaching businesses for the first time face unfamiliar challenges for which they are only partially prepared. Subject matter expertise is not enough—success as an independent service provider requires new knowledge, skills, tools and practices. Even experienced soloists have room to improve how they handle marketing, business development, service delivery, and other success factors.

We help people become their own effective “rainmakers” and successful consultants. We offer tools, programs, expertise, and a community of kindred spirits. Rainwerks is the antidote to figuring things out the hard way by yourself.