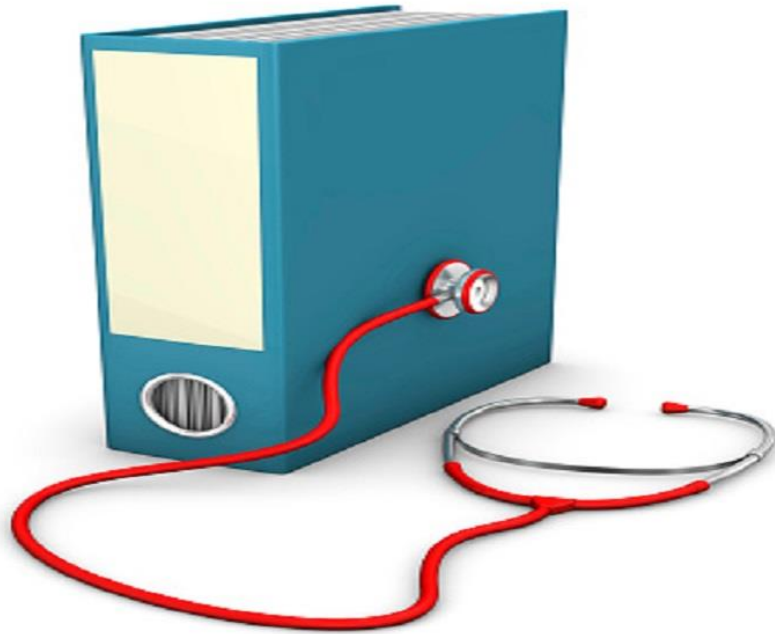


Creating Targeted Customer Profiles with Data



Lead generation is only part of the success equation when conducting B2B sales to the healthcare and medical industry. You need to create targeted customer profiles to ensure you're actually following the right leads. The best way to accomplish that goal is with the right data, and you can find that data by subscribing to a [physician directory](#).

Subscribe To A physician Database Canada To Develop Targeted Profiles

It takes time for a B2B sales professionals to find, convert, and maintain new customers. Focusing your efforts of selling rather than the arduous process of prospecting and establishing those first connections is critical to maximizing your time. A physician directory Canada subscription from MD Select is a way to ensure



any customers you do get are a long term fit. Mining the physician directory database will help you in the development of your Ideal Customer Profile (ICP) and give you access to thousands of potential ideal customers.

Let's assume you're targeting doctors and physicians across Canada. For starters, the immense geography of Canada makes that a difficult process, but accessing the physician database Canada gives you access to over 91,000 active profiles of people working in Canada's healthcare and medical industry. Searching using a focused keyword strategy will help you develop a narrow but highly-targeted list of potential customers that fit the demographic of your ideal candidate. These individuals should be targets that can have a problem solved through purchase of your products or services. This makes them ideal buyers who are perfectly aligned with your goals. Now you can use the data found in the physician directory to start building customized proposals, strategic marketing content and outreach programs that should help you find and convert more potential targets.

The Best Data Created The Best Marketing

Developing an ICP is a smart way to inform your sales and marketing strategy by answering the important questions you need answered on your potential targets. You need to find out what type of messaging will resonate with your potential ideal customers, and the data found in your physician database Canada can provide an indication of what might be relevant to such individuals. It can also help determine what factors would disqualify them from wanting to purchase your products or services. If your product is targeting proctologists, for example, you want to make sure your list of leads doesn't include specialists in podiatric medicine. Only through the targeting of



qualified prospects will you be successful in reaching your sales objectives.

MD Select's physician directory is Canada's #1 online medical-industry database for targeting high profile individuals in the medical industry. From doctors, physicians and nurse practitioners to key administrators and decision-makers in hospitals, medical organizations and clinics, your subscription will provide you with relevant, updated, accurate data you can use for lead generation, prospecting, and developing the most accurate IPC possible. Increase the effectiveness of your sales and marketing efforts and create scalable strategies to find and convert better leads.

Source: <https://writeupcafe.com/creating-targeted-customer-profiles-with-data/>