

# ZoomInfo PowerSell Tips and Tricks

Save time finding leads and decision makers. Try out the top 10 PowerSell Tips and Tricks!

1. **Search Basics:** Use Boolean logic to increase the relevance of your search results. For example, entering the keywords CFO OR Controller will return results with either term. If you search for CFO AND Controller, you will narrow your search to only the results that include both terms. Searching for CFO NOT Controller will eliminate the results that include the search term or phrase to the right of the NOT. And, lastly, using “ ” (quotation marks) will deliver exact phrase matches.
2. **Search by Title:** Get the most accurate and comprehensive results when running a people search by using ZoomInfo PowerSell’s title directory rather than keywords. In the “Limit by Title Hierarchy” search criteria, consider checking all of the boxes rather than limiting your search to mid-management and above.
3. **Build a Competitor List:** Quickly build a list of competitors for a company listed in your search results. Simply click the checkbox to the left of the company for which you want to find competitors and then click “Find Competitors” in the toolbar. You will see a list of companies that ZoomInfo believes to be similar to the company you have selected. If it’s a small company that hasn’t been mentioned on multiple web pages, ZoomInfo may not find competitors.
4. **View Company Snapshots:** Hover your mouse over a company name to get a snapshot of the company’s background in a pop-up box. You can also search for the company’s employees or competitors using links in that pop-up box.
5. **Eliminate Extraneous Results:** Avoid finding similarly named companies in your searches. Use “Lookup” in the “Company Name/Ticker” field. If “Lookup” is already selected, click on the binoculars to re-run the search. This allows you to choose only the company you want to search.
6. **Find Missing Email Address:** Found a contact with no email address? Try running a search for non and mid-management within the person’s company to get the pattern for their email addresses.
7. **Find a Phone Number:** If the corporate phone number doesn’t get you to the correct extension and/or department, take a look at the company profile - it often has up to 4 other company phone numbers to try.
8. **Identify Industry Keywords:** Not sure what keywords to use in your industry search? Run company searches for two or three companies in that industry and read their company descriptions to find common industry terms used in their descriptions, then search using those words.
9. **Find Small Businesses:** Try using words like small business, minority-owned business, start-up and others in the ‘Industry’ field to uncover small businesses.
10. **Expand Your Search:** Use the “Expand” feature to brainstorm other industry keywords that could enhance your search results. When you select the “Expand” keywords, ZoomInfo will add them to your search via a Boolean string.