Reference Solutions Training Menu

New for 2022

Reference Solutions – “How Data is Compiled & Segmented” for ease of use 1 hour

Data Axle, Reference Solutions parent company is celebrating 50 years in business this year. The training will highlight some of the processes we first began using in 1972 to compile and segment our business and consumer data and how as a company we’ve evolved adding new sources to enhance the business compilation processes we all enjoy today.

Reference Solutions – “Use Cases, Applying Tools & Data for Superior Results” 1 hour

Reference Solutions offers a wide-variety data used often by businesses, entrepreneur’s, students, researchers, and job hunters. Learn about some of these use cases and the tools that can be used to provide you with the end results you desire or need.

Reference Solutions – An Overview  1.5 hours

Our business databases are the most detailed and accurate databases available today. Everyday new businesses open, existing businesses change locations and eventually some businesses close- because of this the database must be continually maintained to keep the information as up-to-date and accurate as possible. Learn how to navigate, filter, and create lists specific to your needs.

Reference Solutions – For Business Expansion  1 hour

Patrons will learn how to use the U.S. Business and Consumer Modules to target specific groups of businesses or individuals who may most likely be interested in their products or services. In this training you will learn how to identify the ideal geography of potential new customers, learn key contacts, research competitors and much more.  **Identifying sales leads, marketing intelligence, building a business plan…**

\*As a Retailer you’ll learn to access information about other businesses if they are your preferred target audience or address level data for consumers in your community or across the country.  Additionally, if knowing about new people to your community is important, you’ll learn how to identify them as well.

\*Opening the restaurant for business.  Join us to learn to use Reference Solutions for marketing to other businesses, consumers and even new residents in your city.  All can either be downloaded to excel or printed off for use later.  It’s easy to use by searching zip codes, a radius around your restaurant or the entire community.

Reference Solutions – Discover Employment Opportunities anywhere in the U.S. all from home  1 hour   
Learn how to easily navigate the combined power of the premier business reference and research tool, Reference Solutions, with the world’s #1 job site, [indeed.com](https://nam12.safelinks.protection.outlook.com/?url=http%3A%2F%2Findeed.com%2F&data=01%7C01%7CBill.Carlson%40infogroup.com%7C884d889306054672d17208d82f04b5f6%7C843d9d80d65143668ce87a742772332b%7C0&sdata=zxvrZ9GLA9Tr7QGLFS7F9rh8Dn2ReDFE4eedwhVfZOs%3D&reserved=0).  Search by Company, Keyword, Type of Job, Location, Recency and much more.

Reference Solutions – For Nonprofit Organizations  1 hour

Learn search methods to identify businesses and/or consumers who may be just the right audience at the right time to donate or support your organization.  You will learn to search by audience in any geography and even produce maps of your results or simply download the data for later use.