How to Select Specific Titles to Receive One Business Record with One Title

The same logic can be applied for GCA contacts as well as regular contacts.

This guide provides directions on **How to make selections of specific titles, and receive one DUNS numbered business with one title.** Additionally you will be able to prioritize the titles. You can select several key decision makers and prioritize the order of titles you want to target. For instance: Vice President of Marketing then Vice President of Sales and Marketing and last Chief Marketing Officer. You can put them in that order where Market Insight will first look for Vice President of Marketing where there is no Vice President of Marketing at a company it will source for the next selected title.

The end result of this exercise will return one marketable site record in the states of either New York or Connecticut with sales of 500 thousand or over and one of the following three contacts. It will search for these contacts in the following order.

Vice President of Marketing
Vice President of Sales and Marketing
Chief Marketing Officer

If it finds the first title it will stop. If not it will go to the second and then to the third if necessary.

To accomplish this follow these directions.

For this example we will use the GCA contacts. We will use the following criteria the states of New York and Connecticut with 500 thousand or greater in sales and a marketable record.

You will want to start on the GCA Contacts Table. Then bring into your selection the GCA primary MRC code

Next you will want to include the three MRC codes you are looking for. You can do this as follows. In the following box start typing your first title which is Vice-President Marketing. When the title appears check the box. Now do the same for the remaining two titles.

Now choose the rest of your criteria such as the states and sales volume and marketability indicator.

Now go to the top selection and right click with your mouse and choose apply 'N' GCA contacts per site.

On the next screen you will want to choose first and then leave this at 1
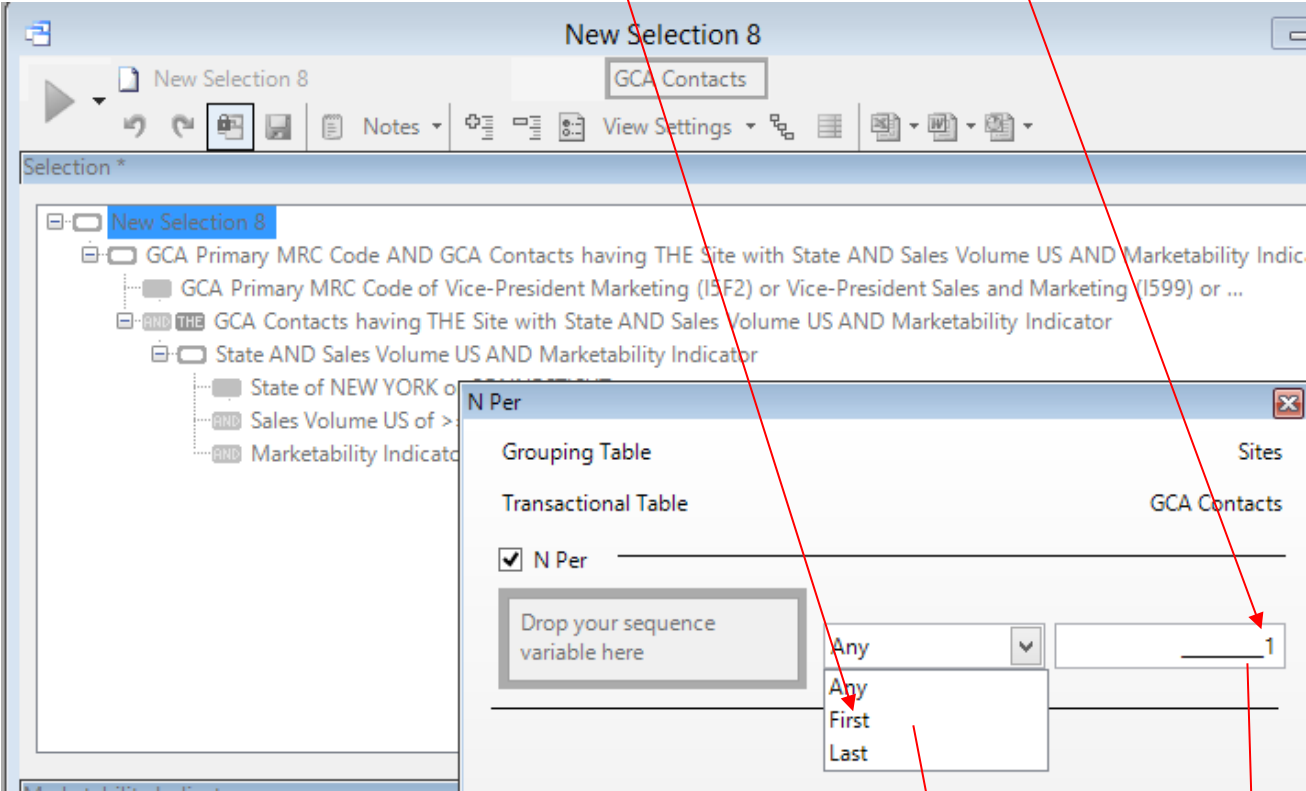
Now you want to drag and drop the GCA Primary MRC code where it tells you to drop your sequence variable here.
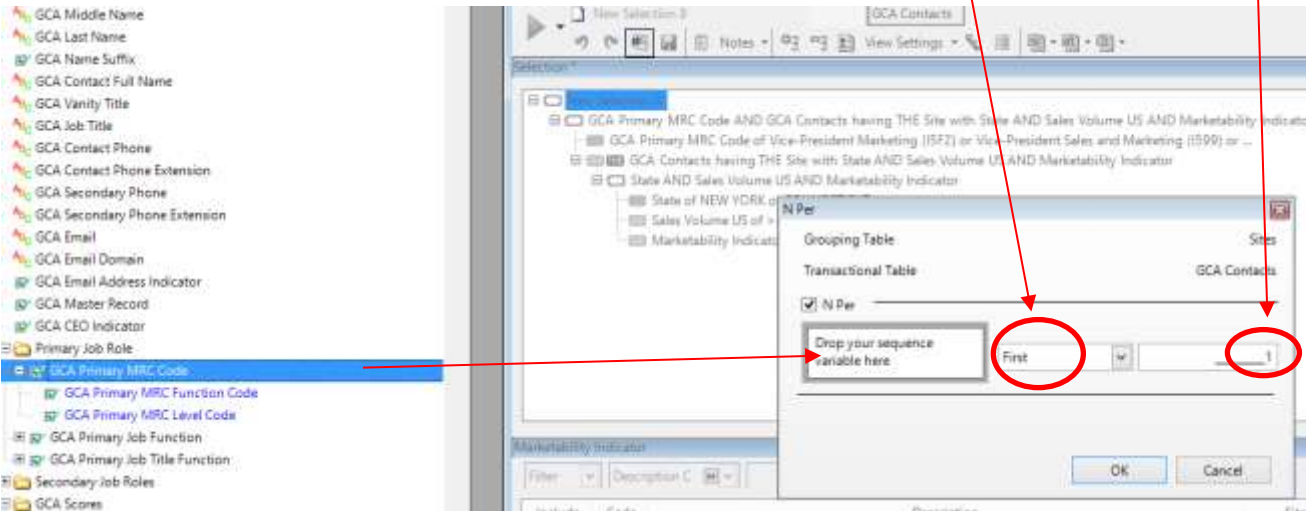
When you drag and drop the GCA primary MRC code in that box the following screen will appear you will then need to find your titles on the left and drag them into the right hand box but they need to be in the order you will be looking for them in. Then click ok.

It will bring you back to this screen and simply click ok again.
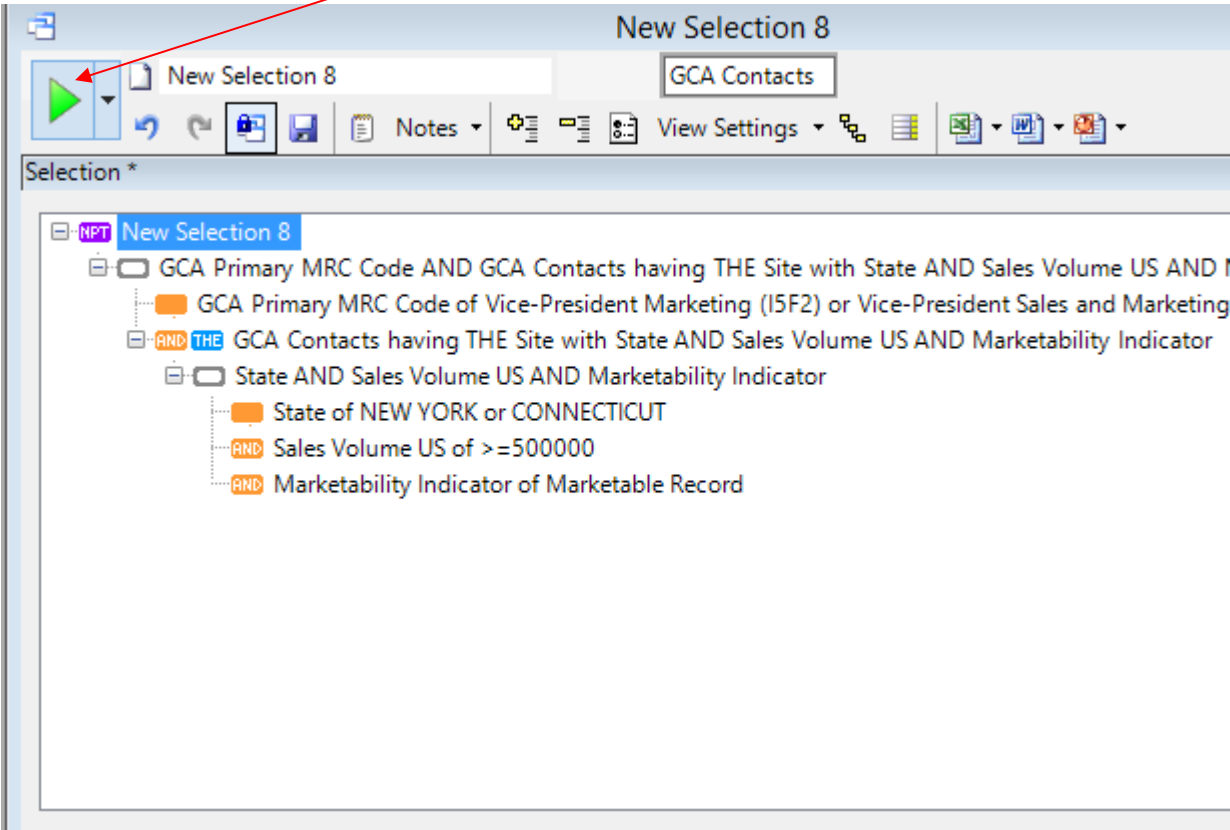
Now run your selection by clicking the green triangle.

When this finishes there are several ways you can validate this worked properly the first is simply by clicking on the cover tab. The GCA contact count and Site count should be the same.

Next you can drag and drop a cube on your selection and drag into your cube the GCA Primary MRC code. And then again click the green run triangle.

You should only see counts for the three MRC codes you selected.

You can now license the records and create your data grid.