

# Eight Ways B2BMatchfinder Can Help Your Business

## New Search Engine/Portal Equips Individuals and Businesses with the Practical Skills They Need to Succeed in Today's Competitive Global Marketplace

The newly-launched B2BMatchfinder offers businesspeople in every country a way to search the Internet in their own language, by using precise technical terms that help them get the exact results they need every time.

And they don't even need to type a search query. B2BMatchfinder uses "click-to-find" technology that allows users to simply click on one of the 750,000 keywords and phrases in its database in order to run a search. That means non-English speakers can find exactly what they're looking for in English, the language of international business.

There are many ways to use B2BMatchfinder, and businesspeople in 193 countries are finding new applications all the time. Here are some of the most popular ways businesspeople have found to use B2BMatchfinder.

### 1. When you're looking to find a buyer for your product or service.

Let's say you make sewing machines for the clothing industry, and you'd like to find a company in China to sell your machines to. Once you log in to B2BMatchfinder, you would go to the Click-To-Find section, then click on Products and Services Classification (ICS) and click on Clothing Industry. This adds the search term "Clothing Industry" to your query at the top of the page. Then, you click on Countries and Geography and click on "China" to add that to your search query. Then, just click on "Search", select Google, Yahoo, or MSN to carry out your search, and you'll get a list of links to the clothing industry in China. From there you can visit each Web site and collect sales leads.

### 2. When you want to find a seller of a product or service.

Let's say you want to find a bottled water manufacturer. Just go to Industrial and Economic Classification (NAICS), and click on the arrows next to Manufacturing, Beverage and Tobacco Product Manufacturing, Beverage Manufacturing, and finally Soft Drink and Ice Manufacturing. Click then on Bottled Water Manufacturing, choose a search engine, and you'll get a list of links to that industry.

### 3. When you want to look for a partner/broker/middleman.

Want to find a real estate agent in France? Go to Industrial and Economic Classification (NAICS), click on the arrow next to Real Estate and Rental and Leasing, then on the arrow next to Real Estate, then on Offices of Real Estate Agents and Brokers. Then go back to Countries and Geography and click on France. Click on "Search", then pick your search engine, and you'll get a list of real estate agents and brokers in France.

### 4. When you want to look for foreign trade information.

There are a lot of documents to fill out and regulations to follow when you do business internationally. If you want to learn about phytosanitary inspection certificates in the U.S., for example, just go to Foreign Trade Terminologies, click on that Phytosanitary Inspection Certificate U.S., and you'll get

your information. Remember that you can also type in more search terms as you go, to target your search better. Thus, if you need to know about waybill shipping in China, click on “waybill shipping” and then you can add “China” in the search box.

### **5. When you're looking for competitive intelligence.**

Every search query in B2BMatchfinder is saved, and when someone does a search on the same keywords as you, you're notified by e-mail. Also, you can see this information when you log on. That's a great way to stay up to date on what other companies in your industry are researching.

### **6. When you're job-hunting.**

Looking for a job in the long-distance trucking industry? Go to Industrial and Economic Classification (NAICS), click on Transportation and Warehousing, and keep clicking till you get to General Freight Trucking, Long-Distance, Truckload, or whatever else is appropriate. If you want to look for trucking companies in a certain geographical location, type in that location (or go back to Countries and Geography). You'll get a search list with links to company Web sites and industry organizations, and you can start your job hunt right there.

### **7. When you want to do market research.**

Let's say you want to research the retail electronics market in India. You click on Industrial and Economic Classification (NAICS), then click on the arrow next to Retail Trade, then click on Electronics and Appliance Stores. Next, you go to Countries and Geography, and click on India. Finally, you go to Technical Terminologies and click on Marketing Segmentation, Market Share. Then, click on “Search”. You will get a list of links to sites with market research for the retail electronics industry in India.

### **8. When you want to build a network.**

It's important to build a network of professionals in your field, and you can do that easily with B2BMatchfinder. You simply click on “My Profile” and then click on “Interests”. Add your various interests to your profile by clicking on them. Once you have some interests in your profile, B2BMatchfinder will help you find other users with those same interests, plus you'll receive an e-mail update every time they do a search. Just go to Matchmaking and click on the interests you chose, then B2BMatchfinder will show you other users who have chosen those same interests. Click on their name to see all their contact information, as well as the searches they have performed. Click on “Add” to send them a message and add them to your contact list. Once you've added them, you'll have their data always at hand (see the Contacts box both at your personal Home and My Profile pages) to contact them by phone or e-mail, and get started forming your own business network.

The great thing about B2BMatchfinder is that the more you use it, the more new ways you will find to use it. Businesspeople from all over the world are using this amazing tool, and they are finding creative new ways to use it every day. As B2BMatchfinder adds more users every day, it gets more useful for networking, matchmaking, dealmaking, and many other ways to find business information.

Have a new way to use B2BMatchfinder, one that we haven't talked about in this White Paper? Contact us at [info@b2bmatchfinder.com](mailto:info@b2bmatchfinder.com), and let us know! (If you're still not a user, you should certainly register for free at [www.b2bmatchfinder.com](http://www.b2bmatchfinder.com).)