



What are target companies?

- Companies that fit into one of IEDA's industry clusters
 - Manufacturing
 - Biosciences
 - Finance and Insurance (major offices and headquarters)
 - Education Technology
- Companies with large energy loads
- Companies that have received a High Quality Jobs tax credit
- Other locally critical employers



How to build your list of target companies

- Talk to your utility representative!
- IEDA Annual Report
 - <https://www.iowaeda.com/our-agency/reports/>
- Quarterly Census of Employment and Wages
 - https://data.bls.gov/cew/apps/data_views/data_views.htm#tab=Tables
- Orbis (IEDA license)
- Data Axle/Reference USA (IEDA/C2ER member license)
- JobsEQ (MidAmerican license)



Gathering Background Info

- Know what's going on before scheduling
- Past Synchronist interviews
- Company website
- Social media
- Google is your friend!



Scheduling the Appointment

- Who should you be talking with?
 - Not always the President/CEO
- Let the company know what the meeting is about
 - This is a listening session; not a sales pitch
- Reference past meetings/interviews
- Work with the company's schedule
- **CONFIDENTIALITY!**



Interview Prep

- Get intimate with the questions
 - Improves flow of conversation
 - Sets you up to ask follow ups
- Mock interview
- Make sure you have any gear you need
- Give one final look through on your research



In the Interview

- Bring a colleague
- Develop the relationship
- CONFIDENTIALITY!
- Two ears; one mouth



In the Interview (cont.)

- Poker face
- Don't be Dr. Phil
- Provide updates about your org's initiatives
- Brag on BEST
 - Future Ready Iowa
 - Certified Sites
- Review next steps
- **THANK YOUR INTERVIEWEE!**



After the Interview

- Add any info you didn't jot down
- Follow up with interviewee, if necessary
- Thank your interviewee again
- **ENTER YOUR DATA INTO SYNCHRONIST!**



Your BEST Resource

- <https://www.iowaeda.com/best-of-iowa/>

