



# Find new contacts while you work at home

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How do you find new contacts in your territory, especially given remote work environments? [Cognitive Sales Advisor \(CSA\)](#) can help. (If you don't yet have access to CSA, [register here](#).)

Start with these 3 steps. (Each step takes less than 5 minutes!)

## **STEP 1. Discover new contacts by being aware of contact behavior.**

Use *CSA Alerts* to quickly identify contacts in your territory who have recently responded to an IBM marketing touch. CSA notifies you when any contact in your territory:

- Attends an event (ftf or virtual)
- Opens an email or clicks on a link in the email
- Clicks on IBM content on an IBM domain or 3rd party site
- Initiates an XaaS subscription

All of these client-initiated interactions are indicators of interest – and are timely!

**Action:** [Watch this quick, 2-minute video on how to use CSA Alerts to discover new contacts.](#)

## **STEP 2. Discover important details about these new contacts and their actions.**

Once you've received a CSA alert notification, it's easy to quickly review details about the contact via *CSA Contact360*, such as:

- Profile information
- Permission/suppression information

- Interests
- Recent marketing interactions initiated by the contact
- XaaS subscription started by the contact

*Contact360* provides the information you need to determine how best to engage with a new contact.

[Action: Watch this quick video on how to use \*Contact360\* to get useful details pertaining to a new contact.](#)

### **STEP 3. Explore relevant details about the account.**

Once you know about the contact, use *CSA Client360* to explore important details about an account:

- Client spend history with IBM
- IBM-client relationship health
- IBM install base
- Competitive install base
- Sales play recommendations

Having client level context is helpful to plan your approach with a new contact.

[Action: Watch this quick video on how to use \*Client360\* to get useful details pertaining to the client account.](#)

### **What should you do next?**

- Check your CSA alerts once or twice a week. You'll discover new contacts on a timely basis. You'll get insight into the contacts' actions and interests, as well as relevant information about the client accounts.
- [Use Seismic to share content with your contacts, and invite them to events.](#)

Taking the above steps — together with selecting high quality, client-facing enablement material in Seismic — will help you connect with new contacts and have productive conversations, at just the right time.