

4.3 Trade Organization Prospecting

Levels:

National:

- NSSGA
- NAPA
- NRMCA
- American Cement Association

State:

- TEXAPA
- Oklahoma Aggregates
- Ohio Concrete Association

Tactics:

- Member directories
- Board of directors lists
- Event attendance
- Buyer guides
- Sponsorships
- Podcast appearances

These are curated lists of ideal clients.

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