

Building your ICP | v 1.0

01. Determining your ICP

Define your Ideal Customer Profile (ICP) to ensure that you can generate quality leads.

[Determining your ICP. | Binox MSP Help Center](#)

02. Finding your next customer

Approach the Binox Advanced Search to find your ICP and make the most out of your leads.

Search by Company: [How to search results by Company. | Binox MSP Help Center](#)

Search by Contact: [How to search for leads by Contact. | Binox MSP Help Center](#)

03. Managing your lists

Search, Organize and prepare your Ideal customer's profile lists.

[Managing your Lists. | Binox MSP Help Center](#)

04. Identify your HOT LEADS

Identify the hot leads on your website and get their contact information.

[Website Reveal. | Binox MSP Help Center](#)