

# Lead Generation Fundamentals | v 1.0

## 01. Connecting your PSA to Binox

Take advantage of our industry only opportunity bi-directional sync with your PSA.

ConnectWise: [How to Setup your ConnectWise Account. | Binox MSP Help Center](#)

Autotask: [How to Setup your Autotask Account. | Binox MSP Help Center](#)

## 02. Determining your ICP

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

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

## 03. 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](#)

## 04. Managing your lists

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

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

## 05. Identify your HOT LEADS

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

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

## 06. Browser Extension

Let us help you go from sourcing to selling in less than a minute with our Binox Browser Extension.

Browser Extension: [Binox Browser Extension | Binox MSP Help Center](#)