

4/27/05 - Newsletter: Networking Buyers with Sellers

Even when businesses have the right prospects and clients, they are not always ready to buy when we are ready to sell. How do we maintain contact and tie them to our products and services?

Collaborative E-mail: What does a Realtor have in common with a Networking Group? They, like most businesses, need to keep contact with prospects and clients and in today's competitive environment, the more personal the contact the better.

Collaborative E-mail combines the power of database list and form capabilities with the familiarity and ease of use of E-mail. The realtor was using Outlook for sending e-mails to a list of over 3,000 contacts and discovered that Outlook was difficult to use. Moreover, her network provider limited her to less than 100 e-mails at a time, forcing her to divide her list into meaningless groups. The Networking Group had a problem sending and tracking member referrals. Both of them found that our collaborative mail, E-ListMail, solved their problems.

The realtor now has a simple way to send custom e-mails and is not limited by the number she sends at one time. Her groupings are more meaningful, segmenting the list into clients, prospects, executives, etc. Meanwhile, the Networking Group now sends referrals via e-mails that are tracked and each member can access real-time reports that detail the leads, sender, receiver and monthly status.

Virtual Schmoozing: We recently launched ServiceBin.com, an innovative site that matches Service Providers with potential customers. Each Provider Industry has a custom form. When Customers fill out a Request for Service, the Providers are notified and can log in to view and respond with a quote. Customers are then notified that a Quote has been sent and can contact the Provider directly. Customers can rate and review the service that they receive, guiding future purchasers.

Selling is an art that virtual networking can make into a science. Please contact us if you would like more information about any of our services.

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