



The CONNECTION™

March 22, 2007

Search Me

Before going on an important first sales call, ask yourself, “What has the customer heard about us?” Just as you’ve done research on-line before the call, so has your customer. A growing number of customers are checking you out before you even get there.

Before setting out to that first meeting, check the search engines (Yahoo, Google and the like) and put in your company’s name. Look at the first two pages of results to see what they’re likely to discover, including any press you may not know exists.

Remember that our customers have never been so educated; we need to keep up.

Contact Communispond
marketing@communispond.com
800 529 5925
www.communispond.com