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## WHAT'S A SALESMAN TO DO?

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Can you think of a more uncertain, unpredictable time than right now?

Customers don't have time to meet with you. They are content with finding information and learning from colleagues, community forums, directories, distributor websites, organic searches; whatever they want- they can find on the internet. And for the past month, (hopefully not much longer), you have been physically prevented from visiting customers face-to-face.

Maybe this is the time to make sure that the one other sales asset; the one fulfillment center you have control over; is communicating and presenting the information you want customers to know today and converting those inquiries into leads for your salesman.

Website information? Website update? Website overhaul? Website functionality? Website traffic? Website inquiries?

If you are like the majority of companies out there, chances are you could benefit by paying some attention to one, or more, or all of the above questions. Strategic X Marketing is here to help you address any upgrade phase of your website.