

Representing



Special points of interest:

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yvonne@capmenholdings.com

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it will be sent
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Contract deadline Information:

- The next deadline is March 14th for early signature discounts!
- Expect a call shortly!
- Don't forget to sign up for tracking for your website you have not already.
- For assistance call Yvonne@
- 773-418-2483
- or email yvonne@capmenholdings.com

Finding it more difficult to get to your potential customers?

That's because it is!

More than ever, getting your message across to your potential market about your products and services is difficult. Talking to them is even harder. It is a very time consuming and often not a productive task to cold call potential customers. Especially when you never get through to talk to the right person.

So what is the answer?

TOOLS! And lots of them. Recruit assistance so that you can concentrate on running your business at a strategic level. You cannot continue to be the "catch all" or the "Superman" and manage the day to day activities, handle the daily problems and challenges that come up, hire, train and manage personnel, and on top of it all, prospect for new business and protect and grow your existing customer base! And strategic and future planning activities? They are put off, unfortunately, sometimes indefinitely.

The end result? Hasty and emotionally driven decisions that are made when you lose that large customer or when you stop hearing the phone ring.

Some things to remember:

- **You have to make time plan for the future**
- **You have to invest in marketing your company when you are BUSY!**
- **You can't ignore your website**
- **The Internet is your friend or foe; you decide**
- **Only push selling doesn't work; You have to pull your potential customers to you as well; let your buyer find you!**
- **The more you know about your potential customer, the more value you will have to them**
- **Tracking is important to drive correct activity and decisions**
- **Timely follow up is key to great service and persistence is it's own reward**
- **Brand type advertising in lieu of search type advertising is becoming more important to your Internet marketing results**

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**Empower with Knowledge, Tools and
Technology**

Capmen Holdings, Inc. is a sales organization that represents companies that assist in the growth and profitability of the business to business community.

This newsletter is focused on Thomasnet.com, the largest directory site targeted for the industrial community and Thomasnet.com advertisers.

If there is something you would like to see included in this quarterly newsletter, please email us at yvonne@capmenholdings.com or call me at 773-418-2483

Sincerely,

[Yvonne Lombardo](#)

Representing Thomasnet.com

QUOTE OF THE DAY

**“Failure is simply the opportunity to
begin again, this time more
intelligently.”**

Henry Ford