



DAKOTA BUSINESS CENTER

your center for solutions

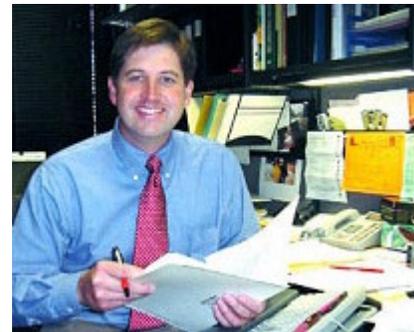
“ In Less Than Five Months, We've Shattered a 75-Year Sales Record ”

-- Carter Taylor
Vice President of Sales
Dakota Business Center

“We never understood the power of the web until we decided to move forward with **StructuredWeb**. For five years we had a website that never really did anything for us. Keeping it current with the latest product information was too much of a hassle, so it never was done. It seemed that our site would be “**Under Construction**” forever”

That was the case until Carter Taylor, the VP of Sales at [Dakota Business Center](#) brought StructuredWeb into his business.

“Last week a woman walked into our showroom to inquire about a \$25,000 conference room table. I was surprised to learn about how much she had known about the product prior to coming in and when I asked her how she heard of us, she replied, “*your website*”. Thanks to StructuredWeb, she found the detailed information she was looking for, became motivated to move to the next step in the purchasing process, and came down to meet us and learn more.



When I am speaking with a customer about any of our office solutions, whether it's machines, phone systems or furniture, I am able to guide them to the products they are interested in via our website, where they can see details, specifications and beautiful images. This is a very efficient way of qualifying the opportunity, not to mention a wonderful way of building rapport and credibility.

In addition to the website, the **CustomerCenter** allows us to share information with prospects and customers better and faster than our competitors can. I love the fact that we are notified immediately when our prospect has looked at a quote or proposal in the CustomerCenter. We wait a few minutes and then call them. If they have any concerns or objections, we can address them immediately! We can now do this before they have a chance to get a quote from a competitor. In fact, today one of our salesmen has two prospects that want him to provide them with quotes at the same time. These companies happen to be an hour and a half apart, so our man would have to be in two places at once. With StructuredWeb's help, we are able to help both companies within their timeframes, by preparing an online quote for one and a live meeting with the other.

Clearly, this is an exciting sales and marketing tool that's allowing us to do things that we've only dreamed of, in the past. The thing that I am most excited about is not that we have already realized an ROI that has blown away our expectations, but the fact that we have only used about 50% of the tools that we have at our disposal. I'm glad the good people at StructuredWeb were so persistent about getting us onboard.”