



Trendway Dealer Success Story

“When you factor in the increase in activity that I’m able to generate with StructuredWeb’s email marketing tools, and the speed in which I’m able to close secondary sales, I predict I’ll close 20% more deals this year than I had planned.”

- Donna Campbell, Warehouse Office Furniture Representative

Donna Campbell, a sales representative at Warehouse Office Furniture, hasn’t let a slow economy affect how much she promotes her products and services to her customer base. Whether at home, in the office, or on the road, StructuredWeb lets Donna reach out to her customers more personally and frequently than ever before.

“With StructuredWeb I’ve quadrupled the amount I communicate with my customer base and radically improved the quality,” said Donna. Every other month, Donna used to send her customers a small, handwritten note just to keep her foot in the door. “You can imagine how long that took.”

With StructuredWeb’s automated email marketing tools, Donna is now contacting her customer base twice a month with personalized promotional pieces that provide real detailed information. “eMarketing is like having real face-to-face time with all my customers which I would never have time to do.”

Donna Launches “New at NeoCon” Campaign and Announces Trendway Products: New products generally take a month or longer to appear in vendor product catalogs. With StructuredWeb, Donna was able to get a jump on her competition by immediately emailing her customers new product information announced at NeoCon, including product specs, pricing and digital photos. Donna was also able to notify her customers when Warehouse Office Furniture adopted Trendway’s product line. “I was able to educate all my customers about these big product announcements, complete with links for more information.”

Donna Closes Business Faster: “Small deals used to take more time than they were worth.” Donna used to respond to customer requests for small items, such as a chair, by faxing them time-consuming, black and white photos. If they had any objections, she would be sent back to the fax machine, or worse, off to the customer’s site lugging multiple product catalogs, just to sell a simple chair. “With StructuredWeb, I can set up a Personal Online Account for each customer and post information about multiple chairs, including colors, finishes and availability. Customers email me back saying ‘Go!’”

Donna Knows Who’s Hot and Who’s Not: StructuredWeb not only lets Donna communicate more detailed information, more often, but it provides valuable feedback letting her know exactly who opened her emails, who followed links for more information and who has visited their Personal Online Accounts. “StructuredWeb’s reports let me know exactly who is the most interested so I can focus my attention on them.”

Donna Drives New Leads to her Online Product Catalog: When Trendway’s regional manufacturer’s representative Dan Binford sends Donna leads, she’s able to invite them to her StructuredWeb created website which includes a completely up-to-date Trendway product catalog. “When you factor in the increase in business that I’m able to generate with StructuredWeb’s email marketing tools and the speed with which I’m able to close secondary sales, I predict I’ll close 20% more deals this year than I had planned.”

Contact us to learn more about how you can utilize StructuredWeb to seek out, acquire, and retain customers:

Peter Brooks
StructuredWeb
Phone: 201-325-3140
Email: Peter.Brooks@structuredweb.com

This document was created with Win2PDF available at <http://www.daneprairie.com>.
The unregistered version of Win2PDF is for evaluation or non-commercial use only.