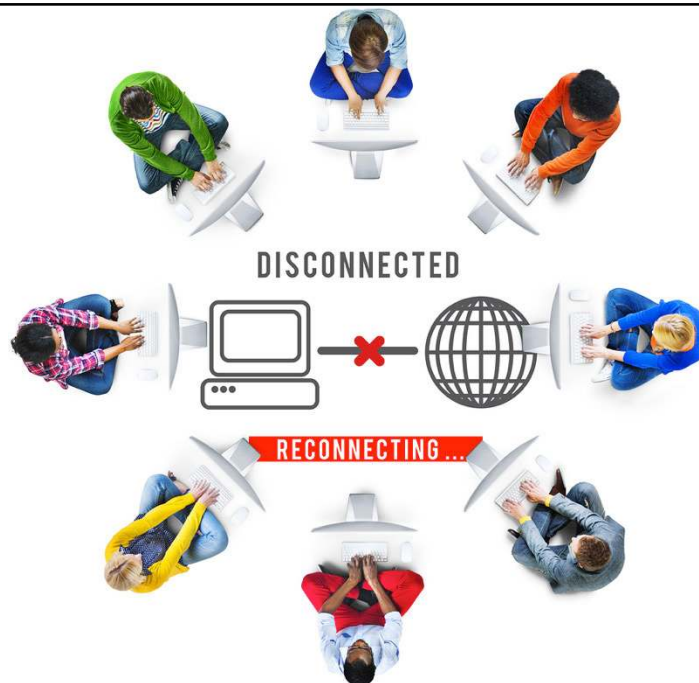
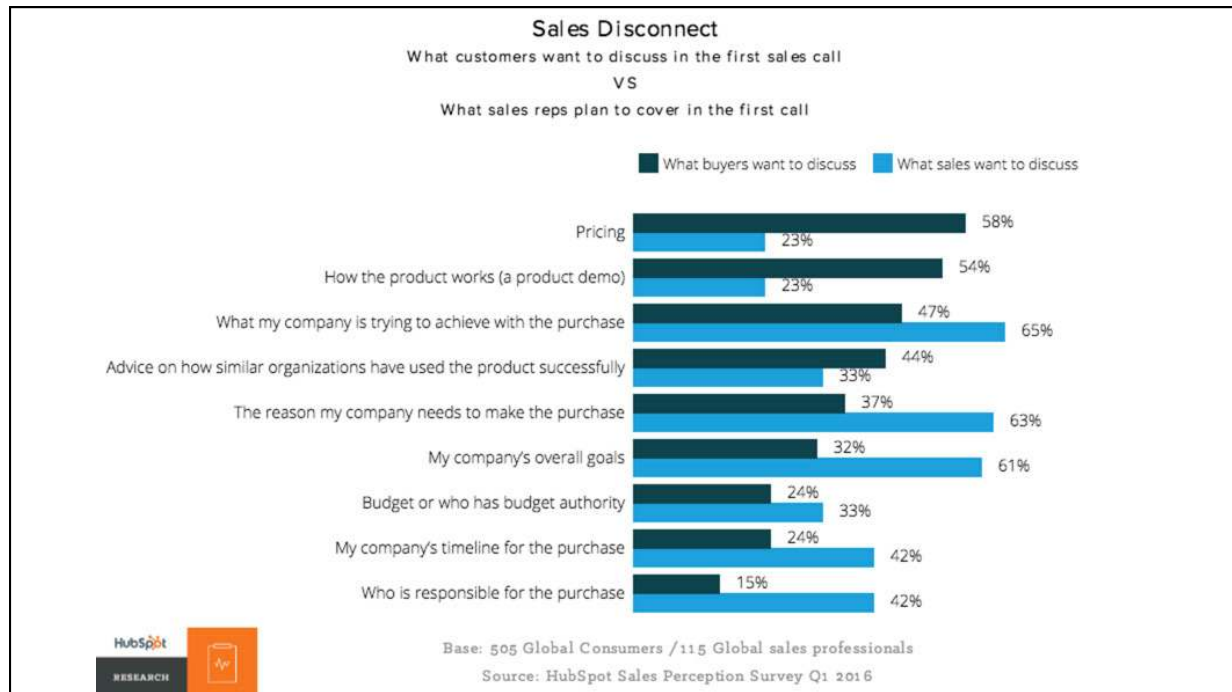




The Rules of Engagement Have Changed

— Lindsay Kelley, Prospect Builder —





Times have changed.

1990's



2016



Tools have changed.

1980



2016





**Think of something you've purchased recently...
how did you purchase that thing 10 years ago?**

THEN



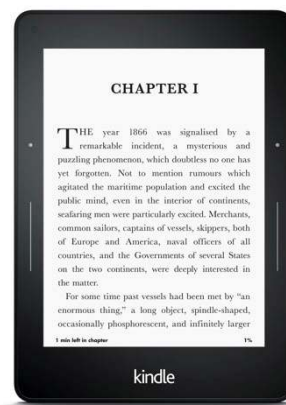
NOW



THEN



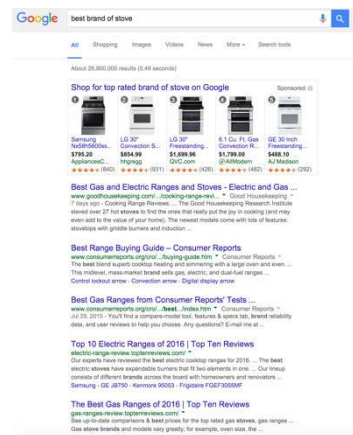
NOW



THEN



NOW



RULES OF ENGAGEMENT THEN VS. NOW



RULES
ARE
RULES.

THEN

Cold calls were answered

Drop-ins were successful and
resulted in immediate meetings

Sales reps educated the prospects
on the products and services

NOW

Many evolved buyers don't answer
their phone at all – e.g.,
gatekeepers, caller ID

Elevators don't have buttons – they
have guards with digital keys to
get you to your desired floor

Google is their sales rep

THIS CHANGED EVERYTHING FOR SALES



Google Search

I'm Feeling Lucky

Explain Google to me as if I were 4 years old.





93%

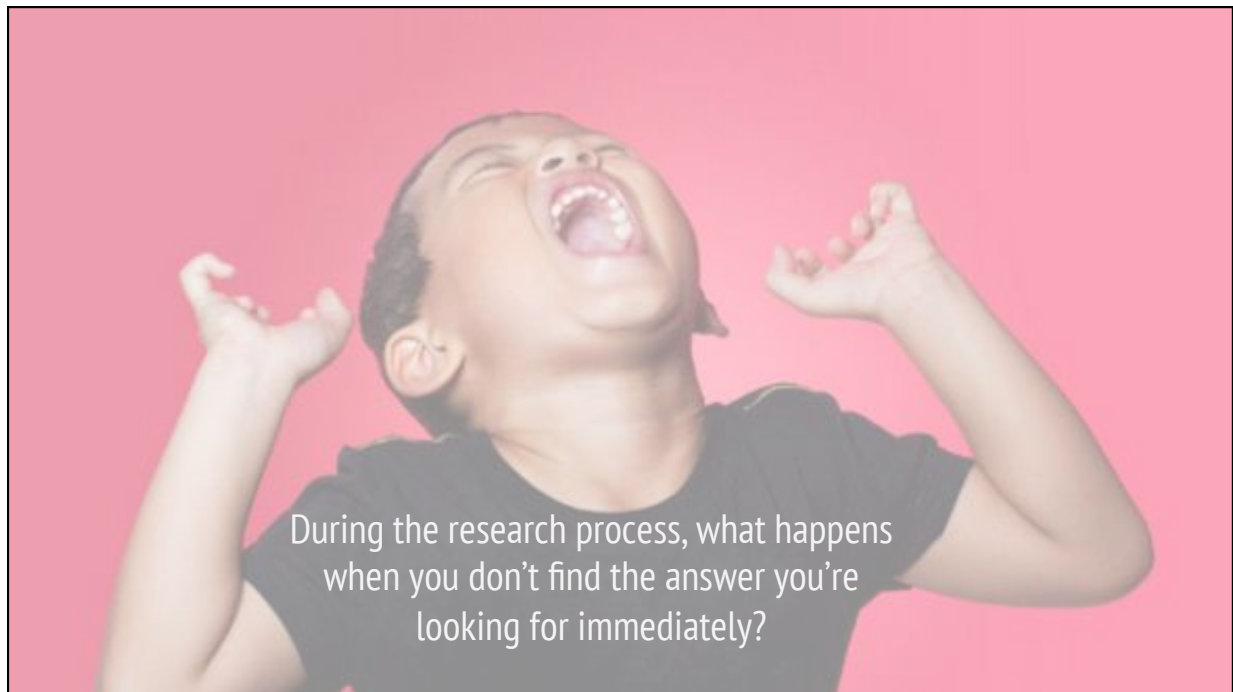
Of the business to business buying process starts with an online search. *

Pinpoint Market Research/ Anderson Jones PR *

74%

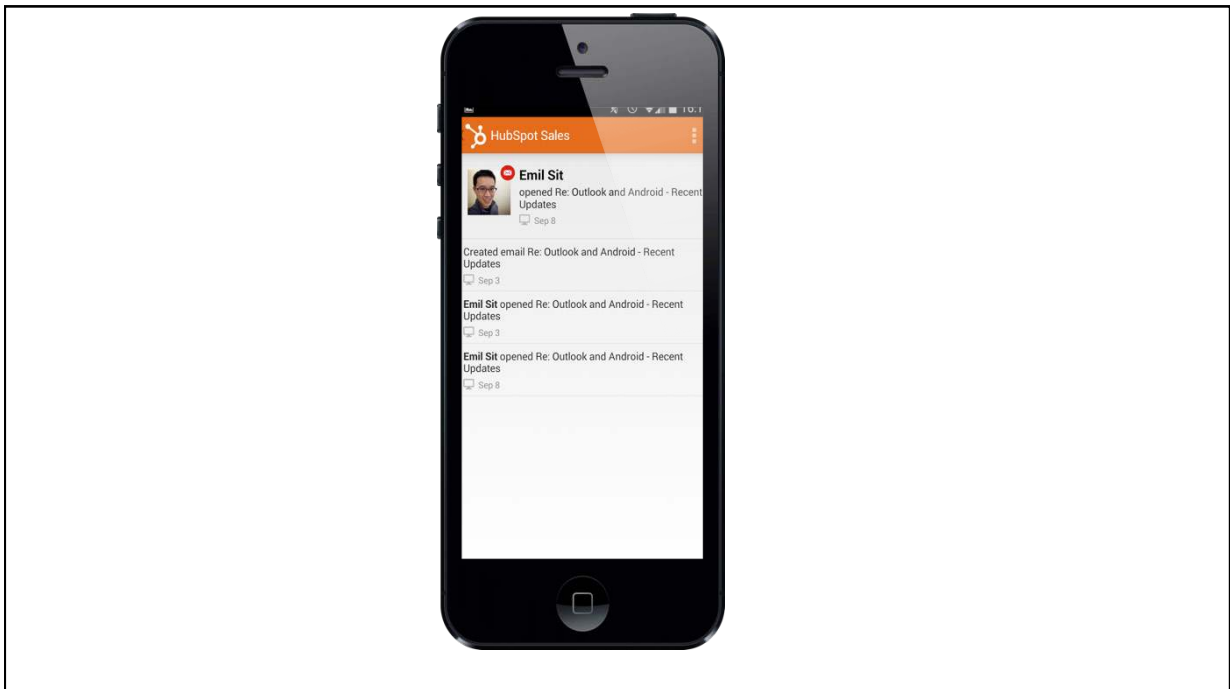
of business buyers conduct more than half of their research online before making an offline purchase.*

Forrester Research *



BUSINESS TOOLS HAVE EVOLVED

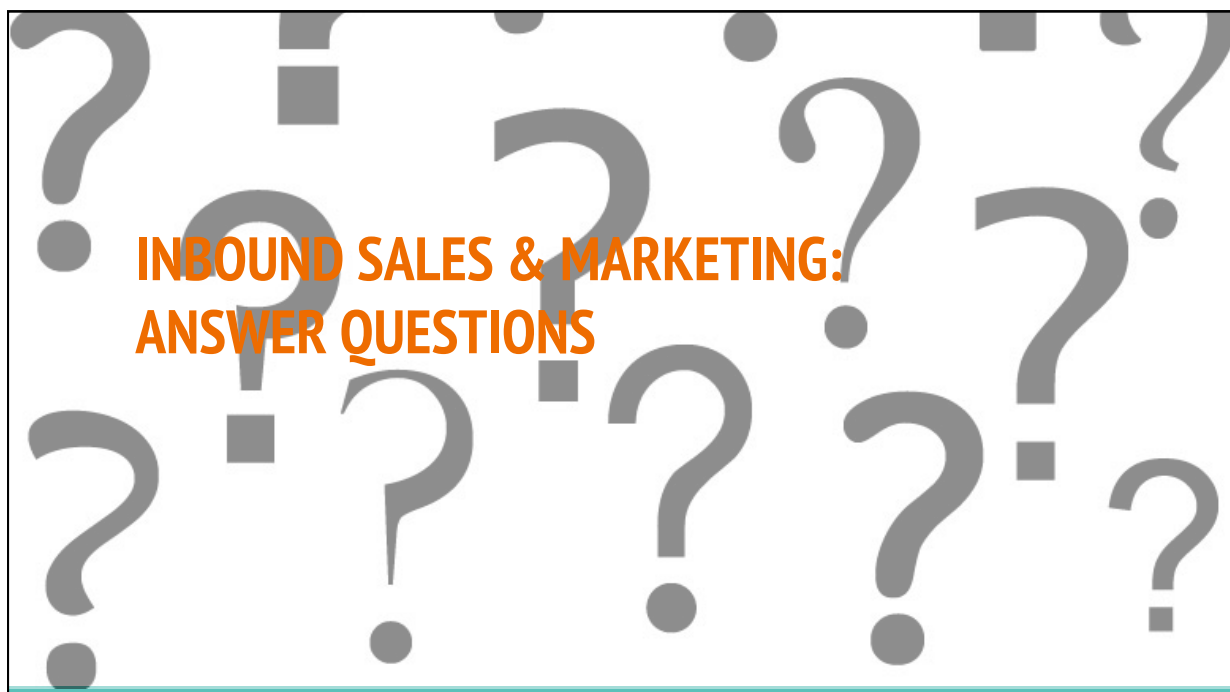






THE RULES OF ENGAGEMENT

How can you engage your audience in today's business environment?



INBOUND**Blog**

YOU'RE HUMAN... ACT LIKE IT

"Grabbing attention, engagement, and personality, aren't ends in and of themselves, they're stepping stones to get to someone buying something from you." -BRYANT DUHON, VP of Content Strategy



2 EXAMPLES

Legal Document Management: What It Is and What to Look For

by Robert H. Caldwell, on Jul 6, 2016 4:26:12 PM



Adhere to regulations, protect patient privacy, and increase productivity with digital legal document management.

The legal industry must adhere to some of the most rigid standards in records management. A firm must protect their clients' interests, while also adhering to federal, state, and local regulations, and court requirements. And if you fail to comply, it can result in loss of client confidence, malpractice suits, stiff penalties, and/or hefty fines.

What Is Legal Document Management?

Here is a technical definition of the term out of the article [Document Management in the Digital Law Office](#) from The American Bar Association:

Document Management software captures all the content associated with a file or matter for requirements such as improved regulatory compliance, enhanced knowledge sharing, and document retention policies (when to keep and when to discard a document).

Most DMS systems feature secure content for better protection of confidential information, reduced unnecessary access to sensitive content, and increased control of core assets and expertise.

In other words, software centralizes project/matter management for faster access for everyone who needs to view a document, spreadsheet, graphic image, email, presentation, etc. whether on site or extremely remote."

Simply, successful legal document management software will track and organize specific information. This means you can find your firm's documents - which also helps you [squeeze more out of your work day](#) and focus on all of the other tasks on your to-do list.

What to Look For?

Now that there is a basic understanding of what legal document management is, what do you look for to ensure you're choosing the best fit for your firm?

- **Compatibility:** Though it would probably be music to your ears if you were told everyone was going to create every legal document on the same program and in the same format, they don't. And they're not going to. So, be sure the software has the capability to be compatible with multiple programs and formats.
- **Look beyond case management:** Case management is extremely important - that's definitely not the argument here. But you can't depend on case management to serve both its own functions and legal document management functions. You need a separate software (legal document management software) that can keep your documents just as organized as your client information.

There is legal document management software that is the right fit with your business and we want to help you find that. So, let us know if you have any questions - we'd love to hear from you.



EARN TRUST Troubleshooting Copier Streaks

How to remove photo copy streaks: Advanced Solutions, Inc. is here with tips from the field - this time, we'll teach you how to troubleshoot copier streaks using the two copy test.



VIDEO RESULTS (so far)

Advanced Solutions: Tips from the Field

81%	Average Engagement	On average, people watch 80.9% of the video.	$80.9\% \text{ engaged} = \frac{0.5 \text{ hours watched}}{\text{total plays} \times \text{video length}}$
27	Total Plays	This video was uploaded 22 days ago.	See daily plays on this video's trends graph .
48%	Play Rate	Out of 52 people who loaded this video on a webpage, 25 people played it.	$48.1\% \text{ play rate} = \frac{25 \text{ unique plays}}{52 \text{ unique page loads}}$
7	Actions	Out of 20 opportunities, 7 people interacted, yielding a rate of 35.0%.	35.0% 7 of 20 clicked CTA at 01:25

[Hide Details](#)

How can you engage with prospects and customers with questions?

ANSWER THEIR QUESTIONS



THE BIG 5



Cost /Price

How much does it cost to outsource the management of my printers and copiers?

How much does a copier cost?

Problems/ Issues

How do I secure my networked copier?

Which copier is the most high maintenance?

How do I ensure that business won't be interrupted when you come to replace my printers and copiers?

Vs. / Comparisons

Review of the Canon color copier vs the Xerox color copier.

In-house copier lease vs. 3rd party copier lease?

Reviews

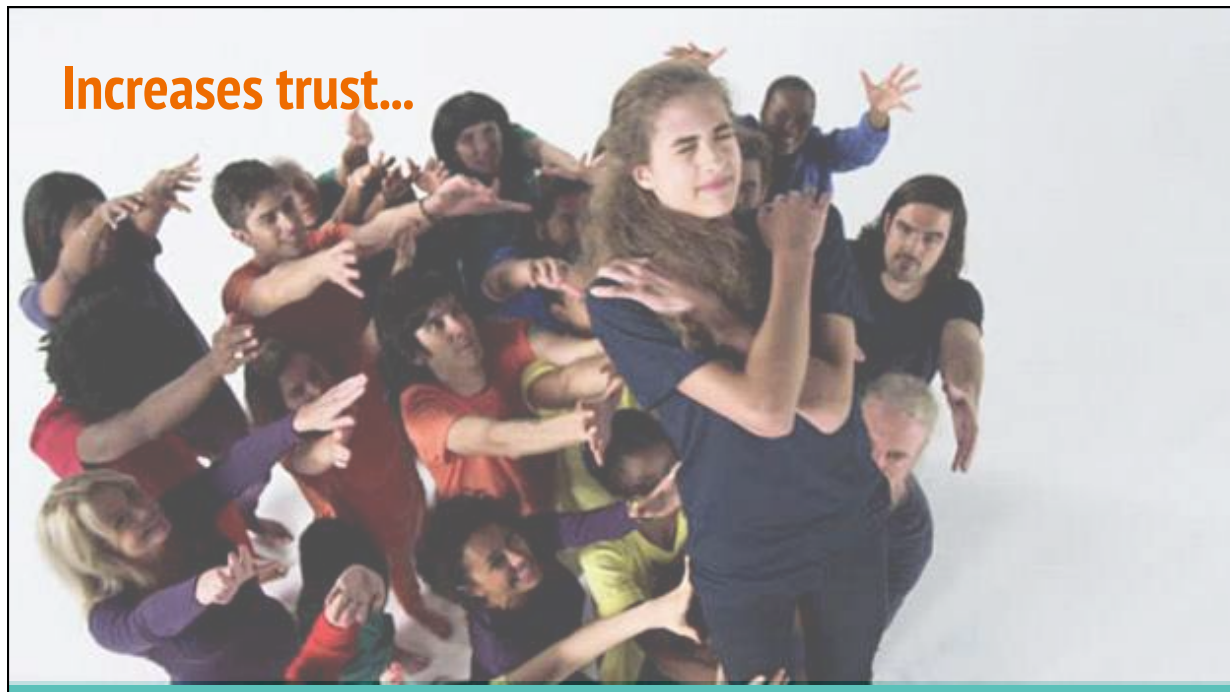
Canon imageRUNNER series - a complete review.

Performance review of manufacturer toner cartridges and refurbished cartridges.

Best of

What is the best color copier for a small business?

What's the best electronic document archival system for law firms?

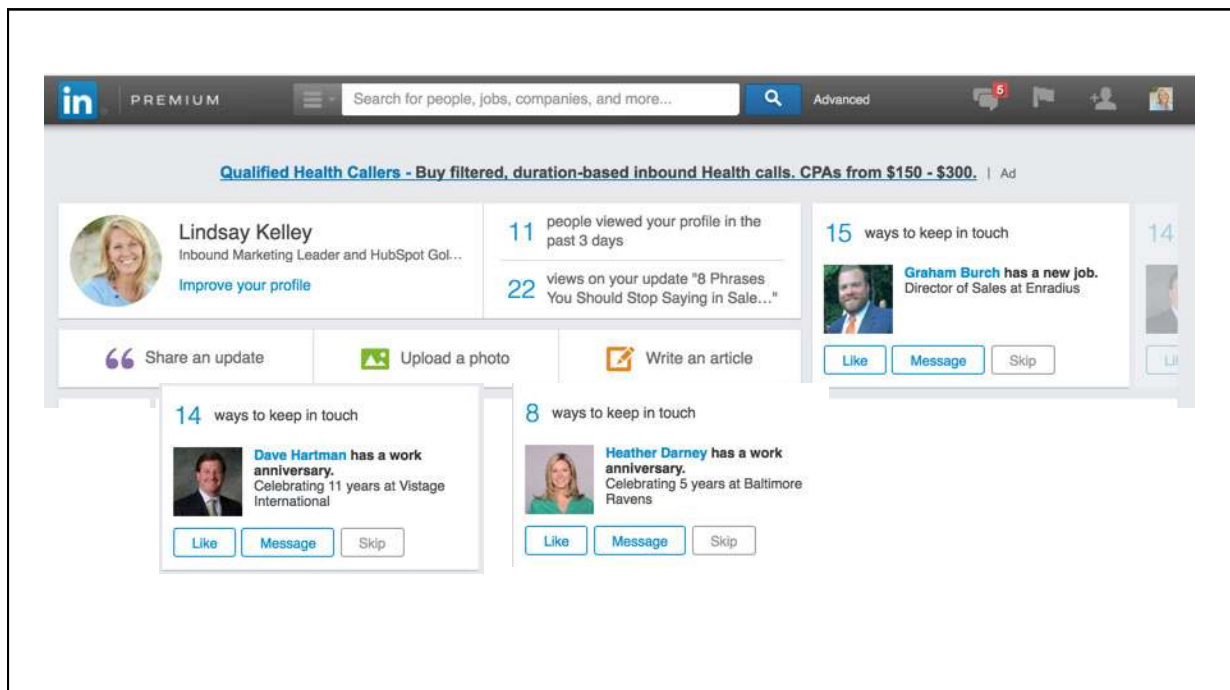
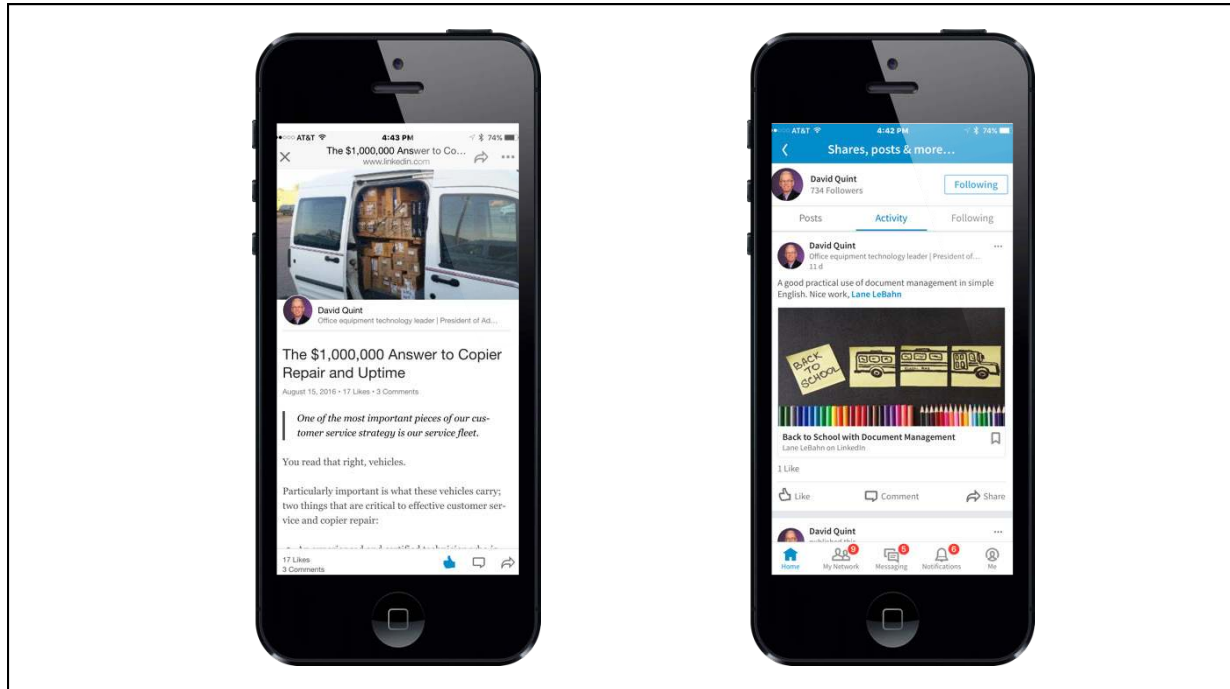




Published on September 1, 2016

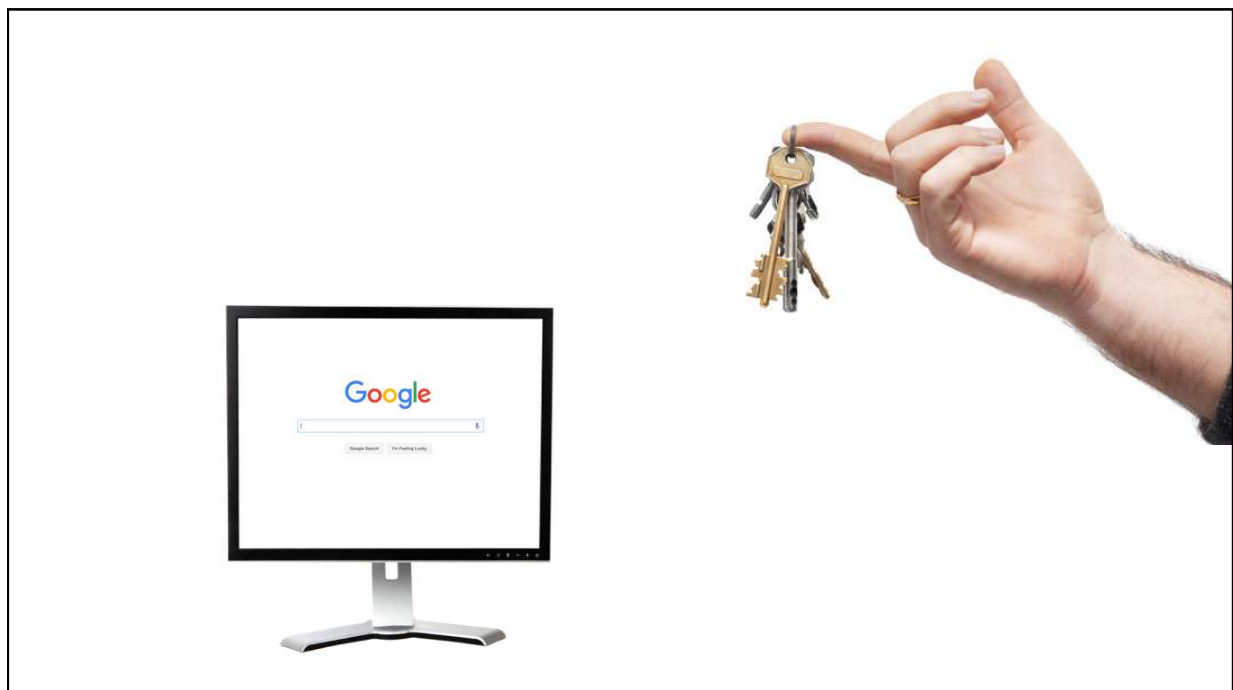
Monique Phalen
Building Better Business Outcomes for Clients as th...

26





One key takeaway....



THANK YOU.

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lkelley@prospectbuilder.net