

The Digital Customer

How Today's Buyer has Changed and What We
Must Do About It

Marcus Sheridan
www.MarcusSheridan.com

1

80%

2

33%

3

I used to be a pool guy.



4

October 10th, 2008

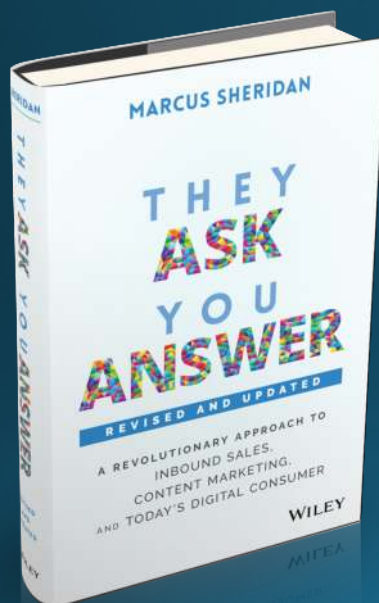
5



6

They ask.
You answer.

7



They ask.
You answer.

8

On the future of business, trust, and “but we’re different”

9

If you want to become that voice of trust:

1. You must be willing to **talk about** what others do not in your space.
2. You must be willing to **show** what others do not in your space.
3. You must be willing to **hire** in a way others won't sell in your space.

These are your 3 keys to trust in the digital age...

10



11



12

COST

(pricing, rates, etc.)

13

A Guide to Fiberglass Pool Costs

One of the first questions potential pool owners want to know when they call our company is : **How much does a fiberglass pool cost?** Although this is a very difficult question to answer, I will try to do my best here to explain some general pricing guidelines.



The purchase of a swimming pool is much like the purchase of a vehicle or even a home. **With so many options available, price ranges can vary drastically.** Just as a Ford F150 can start around \$20k with just a basic package, it can quickly cost over \$40k once a shopper adds such items as power windows, CD player, all-leather interior, chrome finishes, extended cab, 4-wheel drive, 4 doors versus two, upgraded wheels, dual exhaust, spray-on bedliner, built-in GPS system, etc.

Considering that the average American sells or trades in their vehicle within the first five years of purchase, why do so many people elect to get so many upgrades? The answer is because most people understand the importance of **getting what they want the first time so as to not have any regrets down the road.** Because most Americans spend over 30 minutes a day in their vehicles, they want to make sure their vehicle will provide them with comfort, quality, longevity, and ease of use.

These same principles typically apply to most inground swimming pool shoppers.

You're going to see your pool every day for as long as you live in your home, and picking the right pool with the right options the first time is critical to ensure **maximum enjoyment with minimum maintenance.** Because of this, most shoppers elect to get the pool that will make them happiest in the long-run.

Unfortunately, some people only focus on the initial price of the pool with the goal of finding the cheapest contractor, therefore sacrificing low-maintenance, quality, warranty, and aesthetics, which inevitably leads to regret—especially considering that unlike a vehicle, a swimming pool cannot be traded in if one is dissatisfied and disenchanted.

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Keyword	Rank
average cost of fiberglass pools	1
how much does a fiberglass pool cost?	1
how much do fiberglass pools cost	1
what does a fiberglass pool cost	1
fiberglass pools costs	1
price fiberglass pool	1
cost for fiberglass pool	1
how much does it cost to install a pool	1
how much does a fiberglass inground pool cost	1
fiberglass pools prices	1

15

	Google	Unknown keywords (SSL)	24,650	.93%	229
<input checked="" type="checkbox"/>	Google	fiberglass pool prices	13,537	.22%	30
<input checked="" type="checkbox"/>	Google	fiberglass pools problems	11,133	.48%	53
<input checked="" type="checkbox"/>	Google	river pools and spas	7,310	1.3%	94
<input checked="" type="checkbox"/>	Google	cost of fiberglass pools	7,279	.37%	27
<input checked="" type="checkbox"/>	Google	fiberglass pools prices	6,127	.34%	21
<input checked="" type="checkbox"/>	Google	fiberglass pool cost	4,790	.38%	18
<input checked="" type="checkbox"/>	Google	fiberglass pool problems	3,533	.4%	14
<input checked="" type="checkbox"/>	Google	fiberglass pools	3,048	.32%	29
<input checked="" type="checkbox"/>	Google	how much does a fiberglass pool cost	2,972	.44%	13
<input checked="" type="checkbox"/>	Google	fiberglass pools cost	2,276	.44%	10
<input checked="" type="checkbox"/>	Google	how much does an above ground pool cost	2,169	0%	0
<input checked="" type="checkbox"/>	Google	small pool designs	1,990	.5%	10
<input checked="" type="checkbox"/>	Google	how much does an inground pool cost	1,971	.15%	3
<input checked="" type="checkbox"/>	Google	how much do fiberglass pools cost	1,920	.16%	3

16

\$25,000,000.00


(from ONE article)

17

PROBLEMS

- Is it true that...
- Someone told me that...
- What could go wrong if...
- Your competitor said...

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Subscribe

By: Jason Hughes

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Top 5 Fiberglass Pool Problems and Solutions

SWIMMING POOL FAQs

If you're considering the purchase of an inground **fiberglass pool** and have done any research on the web, you've probably encountered some discussion of the **problems** associated with fiberglass pools.

The purpose of this article is to address, with full disclosure, **five of the most common pool problems associated with fiberglass pools**...but we won't leave you there. We'll also discuss the **causes** of these problems and how you, the consumer, can **avoid them**. But in the spirit of full

19

Google	fiberglass pool prices	9,994	.13%	13
Google	fiberglass pools problems	9,035	.35%	32
Google	cost of fiberglass pools	5,074	.32%	16
Google	fiberglass pools prices	4,828	.19%	9
Google	river pools and spas	4,121	1.4%	56
Google	fiberglass pool cost	3,353	.27%	9
Google	fiberglass pool problems	2,584	.15%	4
Google	how much does a fiberglass pool cost	2,094	.24%	5
Google	fiberglass swimming pools prices	1,499	.27%	4
Google	fiberglass pools cost	1,494	.27%	4
Google	fiberglass swimming pool prices	1,412	0%	0

20

VS. & COMPARE

21

Share:

By: Jason Hughes Print/Save as PDF

Fiberglass vs. Vinyl Liner vs. Concrete Pools: An Honest Comparison

SWIMMING POOL FAQs

Is there an **unbiased comparison** of fiberglass inground pools, vinyl liner pools, and concrete pools on the internet?

A client who recently reached out to me doesn't think so. He stated in an email:

As you're no doubt well aware, it's a desert wasteland when trying to find information on pools... Sorting through the internet for usable information is difficult in the extreme. Of the few forums I've found, most devolve into trolls arguing gunite pools vs. fiberglass pools vs. vinyl liner pools - over and over and over and over.

"What would help a great deal is to find some kind of unbiased information that explains each pool in detail and then backs off - letting me (or the customer) make the final decision."

This article is my effort to provide an objective source of information about the three types of inground swimming pools.

The approach is simple. I list the advantages and disadvantages of fiberglass inground pools, vinyl liner pools, and concrete pools...then back off so you can form your own opinion.


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Keyword	Rank
fiberglass pools vs concrete	1
liner pools vs gunite pools	1
fiberglass vs. concrete pools	1
fiberglass vs concrete pools	1
fiberglass pools versus gunite pools	1
concrete vs vinyl pool	1
fiberglass pool vs vinyl liner pool	1
concrete vs. fiberglass pools	1
fiberglass pool vs concrete	1
fiberglass vs concrete pool	1

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REVIEWS & THE BEST

24



By: [Marcus Sheridan](#) on January 16th, 2012 [Print/Save as PDF](#)

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Who Are The Best Pool Builders in Richmond, Virginia? (Reviews/Ratings)

Each year, we at River Pools and Spas meet with well over 100 households in the Central Va/Richmond area with respect to their inground swimming pool installation. And because so many folks know our thoughts and feelings (from this website) on all things "pool construction," they often ask us who are some of the other builders and competitors we have in the area.

We're never ones to shy away from being blatantly honest with respect to competition, and we want our customers to be as informed as possible.

Here is a list of some of the companies that have a solid inground pool building history in the Richmond area.

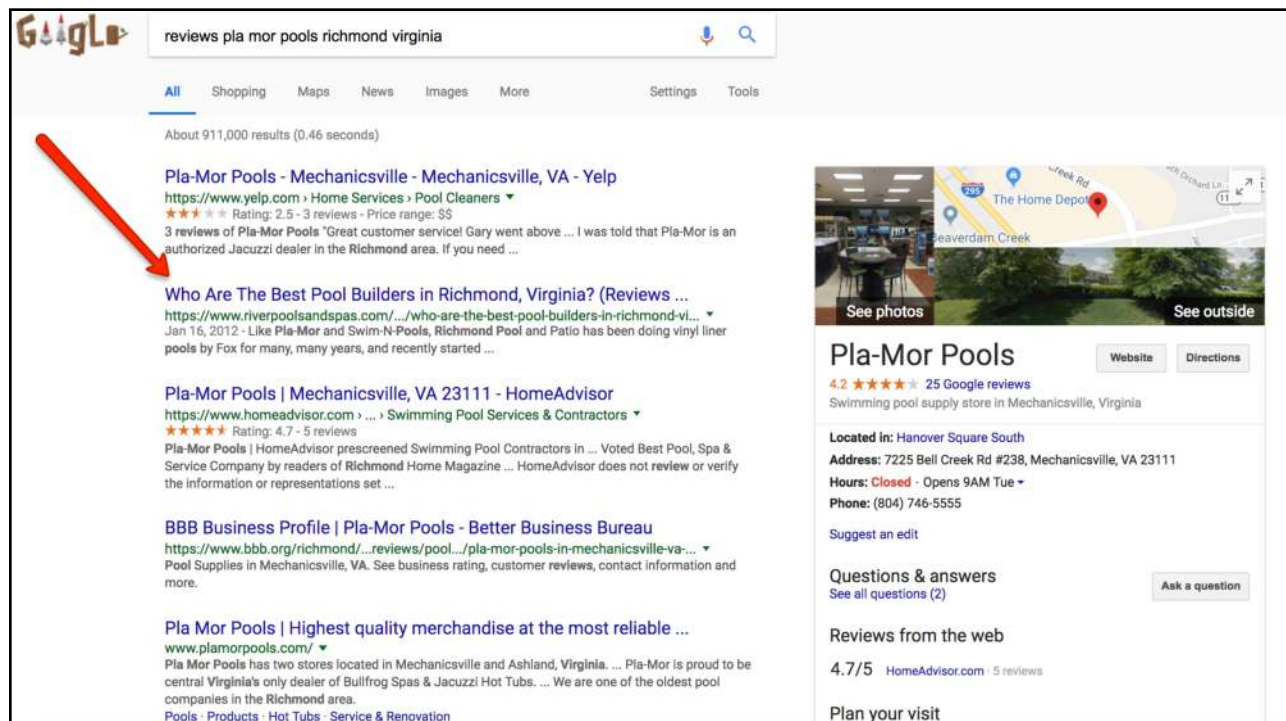
- ### 1. Pla Mor Pools

Having been around for years, Pla Mor pools is located in the Mechanicsville area, and specialize in vinyl liner inground pools.

The company also installs fiberglass pools, and has a heavy emphasis on automatic pool cover installations.
- ### 2. Swim n Pools

Located in Chester Virginia, Swim-N-Pools has also been around the Richmond area for many years.

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Google reviews pla mor pools richmond virginia

All Shopping Maps News Images More Settings Tools

About 911,000 results (0.46 seconds)

Pla-Mor Pools - Mechanicsville - Mechanicsville, VA - Yelp
<https://www.yelp.com › Home Services › Pool Cleaners>
 ★★★★★ Rating: 2.5 - 3 reviews - Price range: \$\$
 3 reviews of Pla-Mor Pools "Great customer service! Gary went above ... I was told that Pla-Mor is an authorized Jacuzzi dealer in the Richmond area. If you need ..."

Who Are The Best Pool Builders in Richmond, Virginia? (Reviews ...)
<https://www.riverpoolsandspas.com/.../who-are-the-best-pool-builders-in-richmond-vi...>
 Jan 16, 2012 - Like Pla-Mor and Swim-N-Pools, Richmond Pool and Patio has been doing vinyl liner pools by Fox for many, many years, and recently started ...

Pla-Mor Pools | Mechanicsville, VA 23111 - HomeAdvisor
<https://www.homeadvisor.com › ... › Swimming Pool Services & Contractors>
 ★★★★★ Rating: 4.7 - 5 reviews
 Pla-Mor Pools | HomeAdvisor prescreened Swimming Pool Contractors in ... Voted Best Pool, Spa & Service Company by readers of Richmond Home Magazine ... HomeAdvisor does not review or verify the information or representations set ...

BBB Business Profile | Pla-Mor Pools - Better Business Bureau
<https://www.bbb.org/richmond/...reviews/pool.../pla-mor-pools-in-mechanicsville-va...>
 Pool Supplies in Mechanicsville, VA. See business rating, customer reviews, contact information and more.

Pla Mor Pools | Highest quality merchandise at the most reliable ...
www.plamorpools.com/
 Pla Mor Pools has two stores located in Mechanicsville and Ashland, Virginia. ... Pla-Mor is proud to be central Virginia's only dealer of Bullfrog Spas & Jacuzzi Hot Tubs. ... We are one of the oldest pool companies in the Richmond area.
 Pools · Products · Hot Tubs · Service & Renovation

Pla-Mor Pools
 4.2 ★★★★★ 25 Google reviews
 Swimming pool supply store in Mechanicsville, Virginia

Located in: Hanover Square South
Address: 7225 Bell Creek Rd #238, Mechanicsville, VA 23111
Hours: Closed - Opens 9AM Tue
Phone: (804) 746-5555

[See photos](#) [See outside](#) [Website](#) [Directions](#)

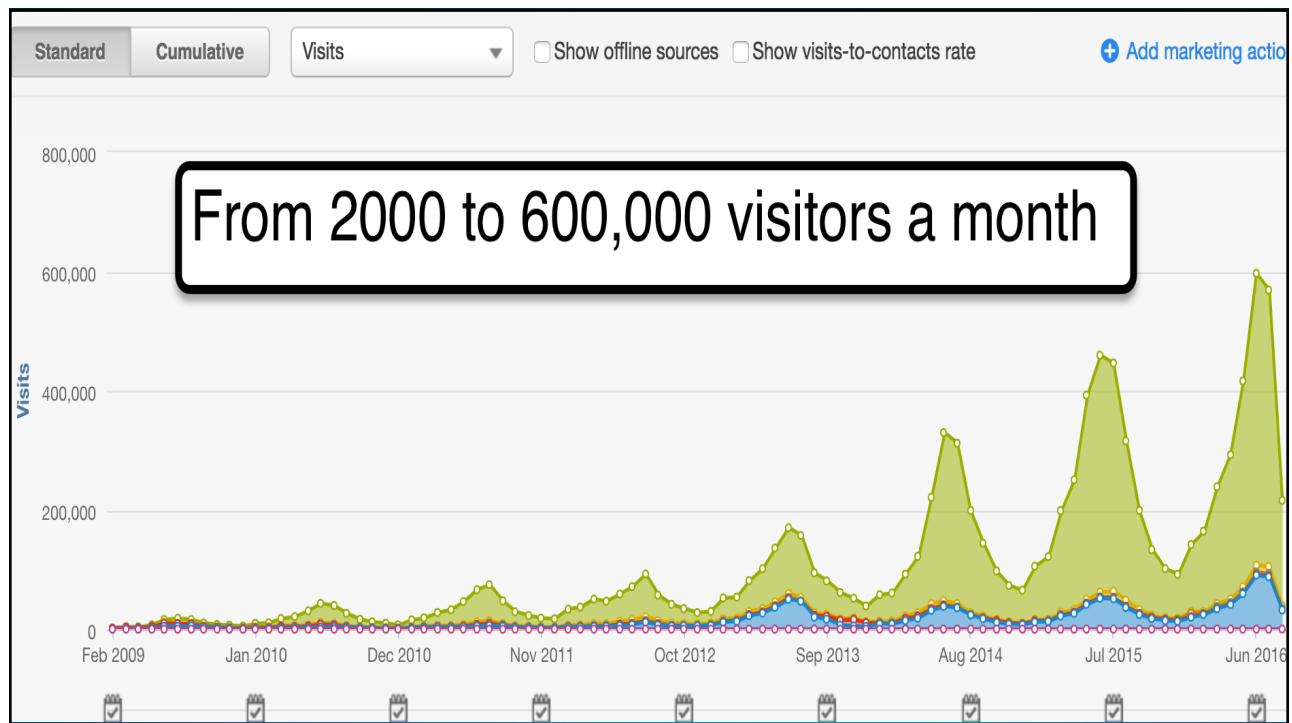
[Suggest an edit](#)

Questions & answers
[See all questions \(2\)](#) [Ask a question](#)

Reviews from the web
 4.7/5 HomeAdvisor.com · 5 reviews

[Plan your visit](#)

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A Seller-Free World:

How Buyers Are Forcing Sellers To Change
And What Must Be Done About It

28

33%

33% of all buyers say they'd prefer to have a "seller free" sales experience

(But what does "seller free" really mean?)

29

75%

More than three quarters of buyers and sellers say they now prefer digital self-serve and remote human engagement over face-to-face interactions—a sentiment that has steadily intensified even after lockdowns have ended.

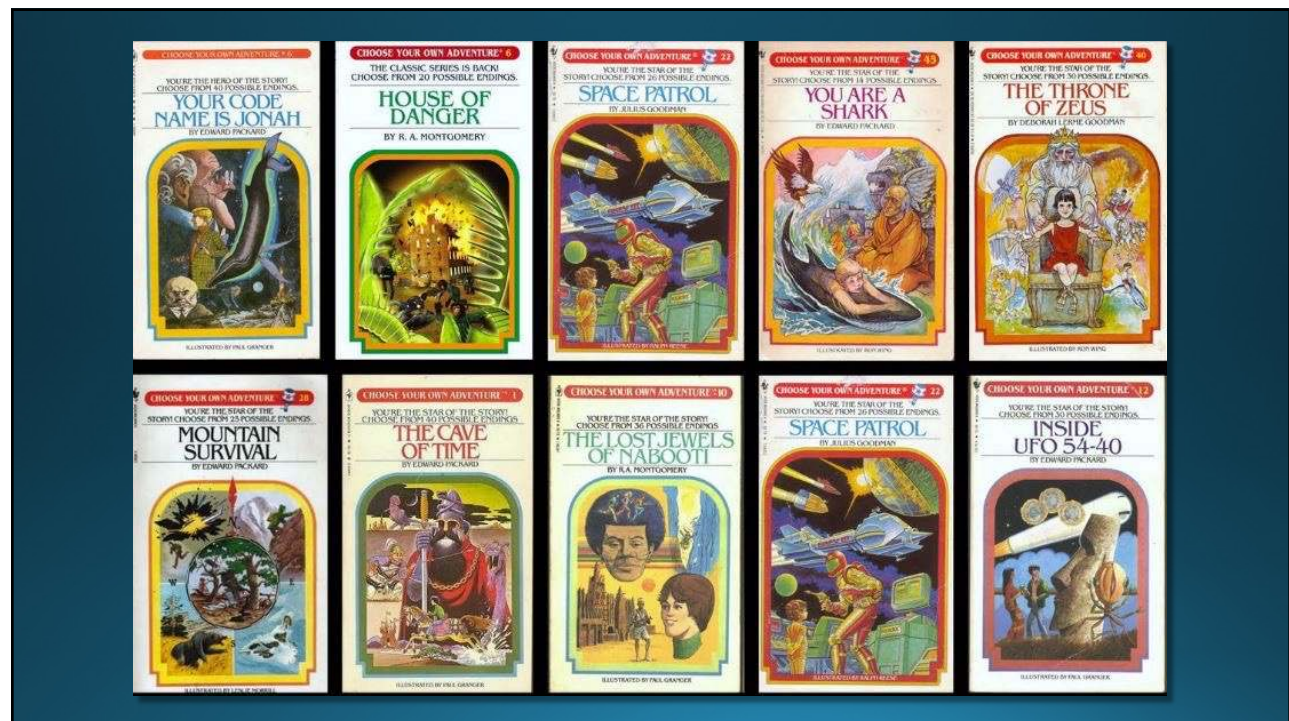
-McKinsey & Company

www.marcussheridan.com

30

What does **self-service** truly look like
with today's digital buyer?

31



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What Today's Self-Service Buyer Wants:

- Self-Scheduling
- Self-Selection
- Self-Pricing

33

Self-Scheduling

Give visitors the ability to schedule time with your sales team...without having to talk to you first.

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MENU

617-825-9253

YALE

APPLIANCE + LIGHTING

SCHEDULE AN APPOINTMENT

SCHEDULE A SHOWROOM VISIT

SCHEDULE A CUSTOMIZED VISIT WITH A SENIOR STAFF MEMBER TO TRULY UNDERSTAND ALL YOUR OPTIONS

GET STARTED

SCHEDULE A VISIT

SCHEDULE A SHOWROOM VISIT OR PHONE CALL ON YOUR OWN TIME. OF COURSE, WALK-IN VISITS ARE ALWAYS WELCOME.

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SCHEDULE A VISIT

SCHEDULE A SHOWROOM VISIT OR PHONE CALL ON YOUR OWN TIME. OF COURSE, WALK-IN VISITS ARE ALWAYS WELCOME.

CHOOSE APPOINTMENT TYPE

SCHEDULE TIME

CONTACT INFORMATION


CONFIRMATION

SCHEDULE TIME WITH...

ANY AVAILABLE

Select


CHRIS TAVARES



Chris Tavares is an Appliance Sales Associate at Yale Appliance + Lighting and has been with Yale for over 10 years. When not helping clients, Chris is a huge Patriots fan and enjoys cooking.

Select


DANNY NGUYEN



Danny Nguyen is an Appliance Sales Consultant at Yale Appliance + Lighting. Danny has completed 2 half marathons and enjoys spending time traveling and snowboarding.

Select

KARINA GAFT



Karina Gaft is an Appliance Sales Consultant at Yale Appliance. Karina is currently working on her master's at Harvard in Sustainability and Environmental Mgmt, with a particular interest in Green Building Design. After exhausting her mental faculties with work and school, Karina exhausts herself physically skiing in dreadfully cold weather and lifting heavy items at Crossfit. In her meager spare time, Karina enjoys traveling, embarking on culinary adventures, and teaching food-motivated cat new tricks.

Select

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“Our ‘schedule-a-visit tool’ is the best thing we do. Close rate is 62% higher and is roughly 4k in sales per appointment. Double the average appointment.”

Steve Sheinkopf, CEO, Yale Appliance

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Tool: Acuity

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Self-Selection


Give visitors the ability to make important decisions by you “guiding” them, virtually, to a conclusion

39

Which is the right pool type for me?

Concrete, Vinyl Liner, or Fiberglass?
Finally there is an honest assessment that will let you know!

Watch the video then take the assessment




SKIP VIDEO

40


Step 1 of 10


Project duration

How important is installation time (shorter duration) important to you ?




Yes: It Matters





No: Duration of install isn't a concern of mine.



Step 1

Step 2

Step 3

Step 4

Step 5

Step 6

Step 7

Step 8

Step 9

Step 10

Report

Step 1 of 10

CONTINUE LATER

GO TO STEP 2 ➔


41

Step 2 of 10


Shape


What shape would you like for your pool?

[Go Back](#)





Rectangle







Freeform






Roman





Other/Very Customized Shape



Step 1

Step 2

Step 3

Step 4

Step 5

Step 6

Step 7

Step 8

Step 9

Step 10

Report

Step 2 of 10

CONTINUE LATER

GO TO STEP 3 ➔

[Go Back](#)

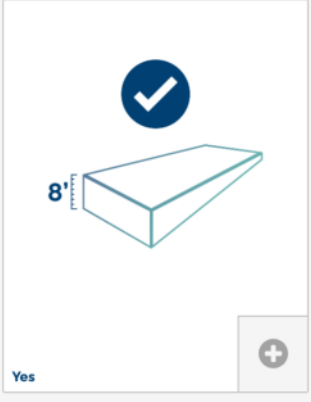
42

Depth

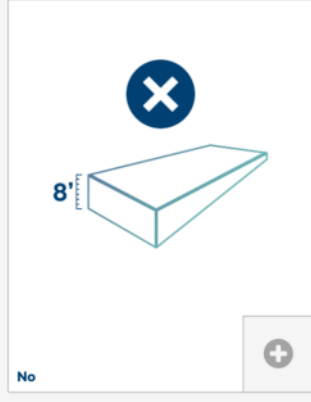
Do you want any part of your pool to be more than 8 feet deep?

(Generally, this would accommodate for a diving board, but keep in mind, it does mean less general play area for your pool.)

[Go Back](#)



Yes



No

Step 1Step 2Step 3Step 4Step 5Step 6Step 7Step 8Step 9Step 10Report

Step 3 of 10

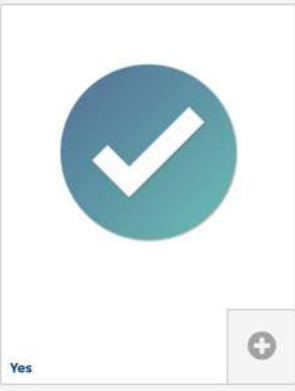
CONTINUE LATERGO TO STEP 4

43

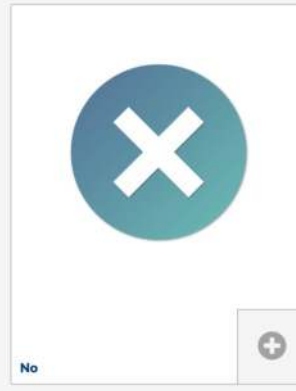
Weekly maintenance

Is eliminating maintenance an important consideration when choosing your swimming pool?

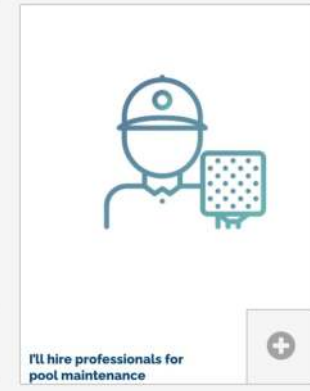
[Go Back](#)



Yes



No



I'll hire professionals for pool maintenance

Step 1Step 2Step 3Step 4Step 5Step 6Step 7Step 8Step 9Step 10Report

Step 5 of 10

CONTINUE LATERGO TO STEP 6

[Go Back](#)


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Step 9 of 10

Other activities


Is roughness of surface and how that affects feet when playing in the pool a consideration with your pool purchase ?

[Go Back](#)




We plan on many physical activities in our pool so surface choice is important to us

☐



We plan on some physical activities in our pool so surface choice is somewhat of a consideration

☒



I don't see us worrying too much about pool surface as we won't be doing many physical activities in the pool

☐

Step 1 Step 2 Step 3 Step 4 Step 5 Step 6 Step 7 Step 8 **Step 9** Step 10 Report

Step 9 of 10


CONTINUE LATER GO TO STEP 10

45

Step 10 of 10


Pool Project Cost

How much do you plan to spend on your pool project?




< \$50,000

☐



\$50,000 to \$100,000

☒



\$100,000+

☐


Step 1 Step 2 Step 3 Step 4 Step 5 Step 6 Step 7 Step 8 Step 9 **Step 10** Report

Step 10 of 10

CONTINUE LATER SUBMIT

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Your pool selection report is ready!



Congratulations!

Based on the choices you have made, it appears Vinyl would be your best option. Not Sure Why? See exactly why, with this full report.

↓

GET THE FULL REPORT EMAILED TO YOU RIGHT NOW

Step 1 Step 2 Step 3 Step 4 Step 5 Step 6 Step 7 Step 8 Step 9 Step 10 Report


Pool Report

GO HOME ↻

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Your pool selection report is ready!

[Response](#) [Concrete](#) [Fiberglass](#)



Full Report: Vinyl

Based on your answers, we think you'd love a vinyl liner pool!

SHOW LESS ↓

Why this pool might be a good fit for you

Project Duration

Based on your choices a vinyl liner pool might be a great choice for you. Although they are not the fastest pool type to install, they do go in fairly quickly. Projects typically take 4 to 8 weeks to complete.

Pool Shape

Vinyl liner pools are very customizable. Most vinyl liner pools are rectangular, but the addition of unique features like benches and tanning ledges are possible. Be aware that adding these features can drastically affect the final cost of the project. [Read more about vinyl liner pools here.](#)

Why this pool might not be a good fit for you

Pets

Based on your choices we recommend a vinyl liner pool, however you need to know that pet claws can damage vinyl liner surfaces. Keep your furry friends out of the water, and you won't have to worry about scratches or tears.

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Pool Project Cost

Based on the budget range you have in mind for your project, we recommend a vinyl liner pool. We find that most vinyl liner pools will cost between \$35,000 and \$65,000 when professionally installed. [Read more in our ultimate vinyl liner pool budget guide.](#)

Questions	Response	Recommended Pools		
		FG	Vinyl	Concrete
Project Duration	No: Duration of install isn't a concern of mine.	✓	✓	✓
Pool Shape	Other/Very Customized Shape	✗	✓	✓
Pool Depth	Yes	✗	✓	✓
Pool Size	Yes	✗	✓	✓
Weekly maintenance	I'll hire professionals for pool maintenance	✓	✓	✓
Salt water compatibility	I'm not sure	✓	✓	✗
Resurfacing Pool	Yes	✓	✓	✓
Pets	Yes	✓	✗	✓
Other activities	We plan on some physical activities in our pool so surface choice is somewhat of a consideration	✓	✓	✓
Pool Project Cost	\$50,000 to \$100,000	✓	✓	✓

See more information about Concrete and Fiberglass based on your choices.

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What is the best
_____ for me?

50

Tool: Outgrow

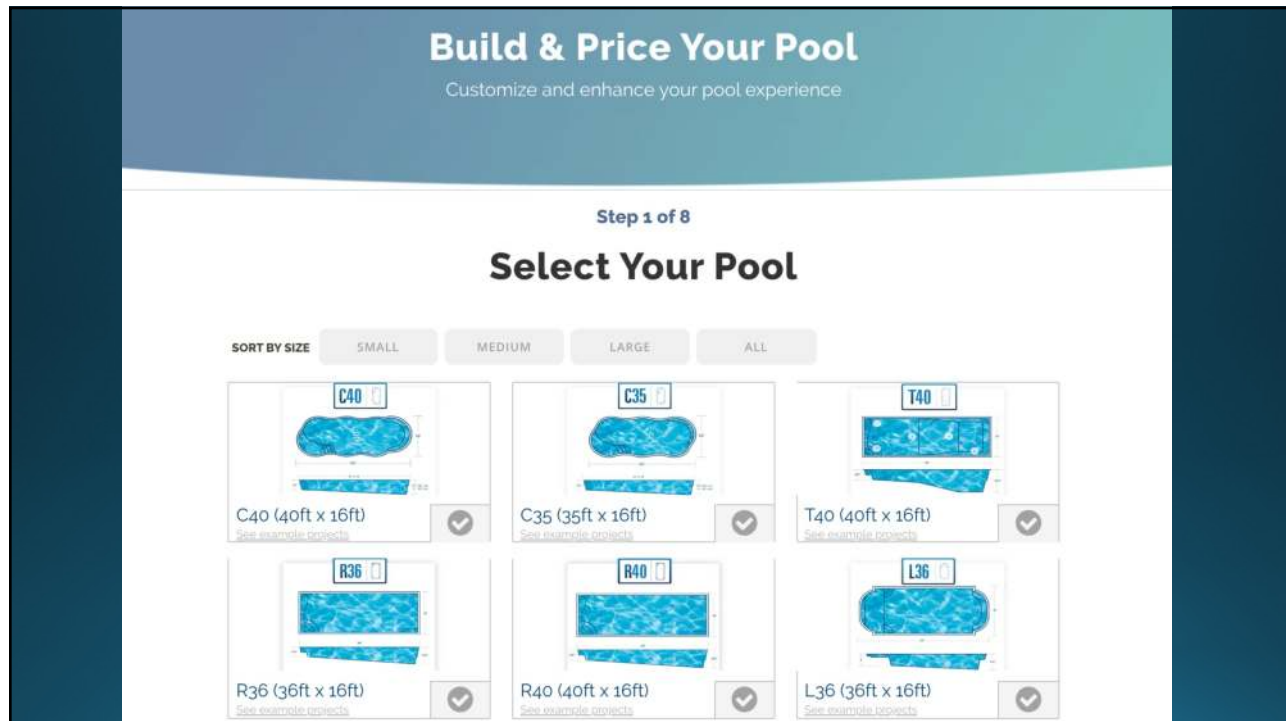
(calculators, quizzes, assessments, recommendations, etc.)

51

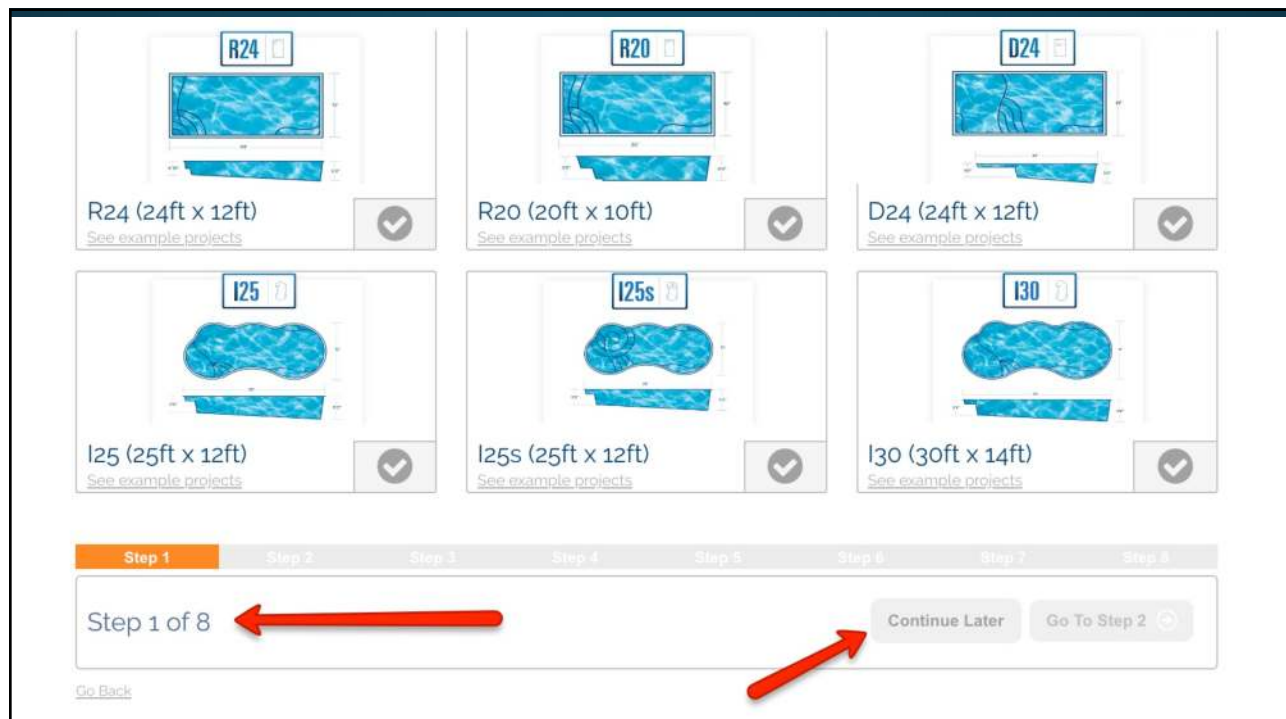
Self-Pricing

Give visitors the ability to, at a minimum,
get a price range for your product or service

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53









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Step 2 of 8

What's Included With Your Pool?

These features and methods are included in the price of your pool.

[Go Back](#)

 <p>Necessary Construction Permits \$ INCLUDED</p> <p>All permits for construction, excavation, electrical, plumbing, etc.</p> <p>What is This?</p>	 <p>Excavation \$ INCLUDED</p> <p>Digging out the hole for the pool</p> <p>What is This?</p>	 <p>Advanced Fiberglass Pool Installation \$ INCLUDED</p> <p>What is This?</p>
 <p>Advanced Fiberglass Pool Manufacturing \$ INCLUDED</p> <p>What is This?</p>	 <p>Filtration System \$ INCLUDED</p> <p>The standard filtration system includes all plumbing fittings, valves, cartridge filter and variable speed pump.</p> <p>What is This?</p>	 <p>First Fill Up \$ INCLUDED</p> <p>We fill up your pool with water so you don't have to.</p> <p>What is This?</p>





55

Step 3 of 8

Select Your Patio Material

[Go Back](#)

Select Main Patio Material

 <p>Brushed Concrete Patio</p> <p>Poured concrete with a brushed finish</p> <p>What is This?</p> <p><input checked="" type="radio"/></p>	 <p>Textured Concrete Patio</p> <p>Poured concrete, stamped finish without color or sealer</p> <p>What is This?</p> <p><input type="radio"/></p>	 <p>Concrete Paver Patio</p> <p>Manufactured concrete pavers</p> <p>What is This?</p> <p><input type="radio"/></p>
 <p>Natural Stone Patio</p> <p>Natural stone pavers</p> <p>What is This?</p> <p><input type="radio"/></p>		

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Choose Your Upgrades

[Go Back](#)


Automatic Vacuum

Automatic pool vacuum (robot)
[What is This?](#)



Automation/Smart Phone

Smartphone control system
[What is This?](#)



Bubbler

Fountain water feature
[What is This?](#)



Cascade

Waterfall feature 18-36" wide
[What is This?](#)



Deck Jet

Deck surface-mounted water feature
[What is This?](#)



Future Water Feature (plumbing)

Plumbing connection and stub up for future water feature
[What is This?](#)



Gas Heater

Gas Water Heater 8 in x 11 in



Handrail

Deck-Mounted Stainless Steel



Heat Pump Pool Heater

Electric Heat Pump

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Step 7 of 8

Other Factors You May Need to Plan For

[Go Back](#)


Pool Fence

Price will be determined by linear ft, fence material chosen and number of gates.
[What is This?](#)



Additional Trenching

Additional trenching may be necessary depending on where filtration system is placed on property
[What is This?](#)



Crane Rental

A crane may be necessary to place pool
[What is This?](#)



Dirt Hauling

Dirt hauling may be necessary if property cannot use excavated material.
[What is This?](#)



Retaining Wall

Will be determined by homeowner/pool designer
[What is This?](#)



Electrical Connection

Will be determined by pool equipment needs
[What is This?](#)



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You're just seconds away. Complete the form and pricing will be instantly emailed to you!

First Name* Marcus	Last Name* Sheridan
Email* msheridan@impactbnd.com	Phone Number* 8047617924
City* HEATHSVILLE	State* Virginia
Postal Code* 22473	
What are you most looking forward to after having a pool installed? * Water	

How much do you know about fiberglass pools?*


- ☒ I've watched every video and read every article!
- ☐ I know a little but still have homework to do.
- ☐ I have a lot of questions and need help.

When are you hoping to install your pool?

- ☒ Within 1 year
- ☐ Within the next 2 years
- ☐ 3+ years from now

[Let's Talk Pools!](#)


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Hi Marcus,

Thanks for taking the time to use our Design and Price Tool. It looks like you have a wonderful project in mind. I'll be giving you a **call in a day or so**.

In the mean time, **click the video** to hear more about what will happen next.




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Your overall price estimate: \$68,600-\$83,200

The pool model you chose: C40 (40ft x 16ft)



What's included in that pool model price: Necessary construction permits, excavation, The River Pools Way: Advanced Manufacturing and Installation, filtration system, first fill-up, lifetime structural warranty, and 15-year surface warranty

Your desired patio and coping material: Textured Concrete Patio

Pool extras you like: No water features or options selected

Pool cover: Automatic Cover

Premium upgrades: Waterline Tile

Other aspects to consider: Dirt Hauling

No need to, BUT if you'd like to schedule a specific time for me to call you can do that here.

[Schedule Our Initial 20 Min. Call](#)

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Assignment Selling

62

How many pages of your website
would a potential customer be
willing to read before they buy?

63

30

64

You are currently receiving STOP NOTIFICATIONS

Lead Information

First Name / Last Name: William S. Grizzard, Jr.
 Email Address:
 City:
 State:
 Zip:

Company Information

Company Name:
 Company Web Address:
 Position / Job Title:
 Industry:

Lead Overview

LEAD GRADE
100 / 100

LEAD SOURCE
 Organic Search
 Yahoo cost of fiberglass pool

SITE ACTIVITY

TOTAL PAGE VIEWS:	375
UNIQUE PAGE VIEWS:	131
FORMS SUBMITTED:	1

LEAD NURTURING
 Lead Nurturing Data is Temporarily Unavailable.
 Please try reloading again in a few moments.

Search Phrase → **Organic Search**

WOW!! → **375**

65

You are currently receiving visit notices for this lead. STOP NOTIFICATIONS

Lead Information

First Name / Last Name: Jonnee Grizzard Petersburg, VA
 Email Address:
 Phone:

Company Information

Company Name:
 Company Web Address:
 Position / Job Title:
 Industry:

Opportunity Details

Status: Closed (07/23/12)

Lead Overview

LEAD GRADE
100 / 100

LEAD SOURCE
 Organic Search
 Yahoo richmond virginia pools

SITE ACTIVITY

TOTAL PAGE VIEWS:	149
UNIQUE PAGE VIEWS:	44
FORMS SUBMITTED:	1

LEAD NURTURING
 Not in a lead nurturing campaign.

Double WOW! → **149**

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Honest and transparent
content is the greatest sales
and trust-building tool in
the world. Period.

67

What will
prevent this
from working?

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5 Keys to Success

1. Buy In From Top to Bottom
2. Long Term Training/Awareness
3. Content Manager/Videographer
4. Required Participation
5. Use the right tools and measure it
6. Buy-in and application from Sales

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The screenshot shows the 'Small Business' section of The New York Times website. At the top, there are navigation links for 'HOME PAGE', 'TODAY'S PAPER', 'VIDEO', 'MOST POPULAR', and 'U.S. Edition'. Below this is a search bar and a 'Capital One' logo. The main navigation bar includes 'WORLD', 'U.S.', 'N.Y. / REGION', 'BUSINESS', 'TECHNOLOGY', 'SCIENCE', 'HEALTH', 'SPORTS', 'OPINION', 'ARTS', 'STYLE', 'TRAVEL', 'JOBS', and 'REAL ESTATE'. A secondary navigation bar includes 'AUTOS', 'Search', 'Global', 'DealBook', 'Markets', 'Economy', 'Energy', 'Media', 'Personal Tech', 'Small Business', and 'Your Money'. The main content area features a Google search bar with the text 'People searching for a taxi.' and a 'Log In With Facebook' button. Below the search bar is a featured article titled 'A Revolutionary Marketing Strategy: Answer Customers' Questions' by Jay Paul. The article includes a photo of Marous Sheridan, owner of River Pools, holding a laptop. To the right of the article is a 'What's Popular Now' section with links to 'The Holocaust Just Got More Shocking' and 'For 20-Somethings, Ambition at a Cost'. At the bottom right is a 'SMALL BUSINESS RESOURCE CENTER' with links to various business topics like 'Business Travel', 'Careers', 'E-Commerce', 'Finance and Capital', 'Health Care', 'Human Resources', 'Innovation', 'Legal Issues', 'Management', 'Marketing', 'Operations & Technology', 'Retailing', 'Sales', and 'Start-Up Strategies'.

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3 Next Steps:

1. READ THE BOOK
2. Follow me on LinkedIn
3. Get the FREE, 2-hour course:
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