



## We're Not So Interested in Selling Ourselves... We're Interested in Helping You Sell Better

We receive a lot of email each day from people and companies that are selling themselves. It seems self-promotion has become the new business model: e-books, lectures, webcasts - you-name-it. If it promotes them, they're selling it. What amazes me is that these get-rich-quick schemes - or are they just survival strategies? - are based on nothing. They're selling themselves, and then trying to get us to buy their books, DVDs, etc. that explain how they got us to buy their books, DVDs, etc. "Let me show you how I made \$10M selling books explaining how I made \$10M selling books explaining how I made \$10M selling books."

It's amazing how many of these guys there are out there, and how many people are buying into their empires. What ever happened to good, solid business? Well, at CoreXpand, we're not interested in empire building. We're only interested in helping our clients serve their customers better. Naturally, that will mean increased profits for you; but these will be profits made the old-fashioned way - through honest work, quality products, superb service and value pricing.

We believe in working hard on the things that grow your business so you can focus on what you do best. We're betting that you don't want to spend your time trying to figure out how to build a web presence, how to build retention and loyalty, how to reduce costs, etc... right? If you've built a better mousetrap - does anyone actually do that anymore? - or are selling one, you want to focus on what makes your mouse trap better... right? Product development and merchandising are probably what float your boat, I'm guessing... plus sales. Let the tech people deal with the Internet, and let the financial people deal with everything else - is that the way you think? Well, that may have worked in the past; but things have happened recently that make that approach obsolete.

They've become complicated. Oh, you've noticed! I'm talking, really complicated. That's why your customers have become so unhappy, because they realize just how complicated things have become, and they think you don't care because you don't seem to be doing anything about it. Are you? If not, you might want to start, because your customers are probably looking around for a new vendor right now.

So, what's the solution? It's simple: get simple. Simplicity sells - complicated doesn't. You're probably too busy doing what you do best to realize just how complicated your company, your industry and the marketplace have become. And your tech and financial people are way too busy, too. So, it's time to call in an outside expert to make things simple again. Isn't that how it works? We go along on our own for a while until things bog down, then we go see a doctor, a mechanic, a consultant?

It's okay to seek outside help, and we're the guys that can help when things get too complicated. You know, we're all on a technological racetrack, sprinting towards some abstract goal - is it retirement? Our job at CoreXpand is to make things simple again, and the reason we're the right guys for the job is because we understand selling. That's what it's all about, isn't it? If you're not selling, you're dying? But it's hard to sell when you have a dozen fires to put out every day and you no longer understand the rules of the game - because they have changed. The Internet is not what it used to be. Selling on the Internet is not what it used to be. Selling, period, is not what it used to be.

And we're all about selling - selling on the Internet. We understand selling and we understand the Internet. Could you ask for a better consultant - or a better business partner?

We're here to help. Give us a call - 1-800-226-0834.