

Online Sales Center

The Imerex Online Sales Center is the fastest, most direct way to engage your potential customer, communicate value, and answer the question, “**WHY YOU?**”.

When searching for a product or service online, prospective customers go through the various phases of a buying cycle, just as they do offline. However, a strong online presence gives you the opportunity to speak to the prospect at every phase of the cycle.

Imerex defines the basic buying cycle as:






Your online marketing and website must work together to **Educate** and generate **Interest** in your business.




The Imerex Online Sales Center speaks to your potential customer at the critical **Consideration** phase, when the businesses they’ve researched are condensed into a short list.

For those already knowledgeable about your industry, the Online Sales Center engages and further educates potential clients by answering the “Why You?” question in 60-90 seconds. It separates you from your competition, provides a platform for you to outline your value proposition and highlights your point of difference.

The Online Sales Center is designed to sell your business by answering these common questions:

-  “Who are you?”
-  “Why should I consider you over your competition?”
-  “What are the benefits of using your product/service?”

Through that process, it will:

-  **Qualify your prospects**
-  **Provide solid leads**
-  **Increase your conversion rate**

Contact Imerex to find out more about creating an **Online Sales Center** based on your industry’s standards, existing online traffic, and user behavior. Learn more at www.imerex.com, or call 239-403-8080, or email info@imerex.com