

Internet Consulting, Inc.'s teams of industrial internet specialists help:

- A. Profile your exact target audiences
- B. Get in front of your target audiences as they research and source your supplying capabilities via multiple integrated initiatives.
- C. Lead nurture quality usage into customers

Because you are unable to create the need for your supplying capabilities it is important you successfully utilize the power of the internet as your lead generation and interactive sales channel.

## Common reasons potential customers search the internet for new suppliers

### Changes Within a Company

- New decision-makers want to add or consolidate vendors
- The company is designing a new product line or redesigning an existing one
- The company has been acquired
- A decision has been reached to 'buy' versus 'make'
- A decision has been reached to 'make' versus 'buy'
- To guarantee the company has an uninterrupted supply

- Hire of new personnel who use the internet to source

### Changes Outside the Company

- A competitor has gone out of business and their customers are searching for a replacement
- A potential customer has entered your market
- Government regulations (EPA, OSHA, etc.) or green initiatives have necessitated changes in manufacturing
- An importer is looking for domestic sources

### Problems with the Previous Supplier

- Delivery and service problems
- Quality control issues
- Personality clashes between the sales team and customer
- Price increases

### Emergencies

- Natural disasters – floods and other weather-related issues
- Man-made events – labor strikes, acts of terrorism, war efforts

### Customers

- Current customers who don't know that you make additional products they need
- Former customers
- New customers using your products and/or services for a new "Hidden Market" need that you would not have thought of targeting

**Our industrial clients are not able to create the need for their supplying capabilities**

Suppliers that do not set up and evolve their internet presence suffer significant opportunity costs. Companies that are slow to get their internet initiatives in place suffer a significant competitive disadvantage.

## We are able to:

- Help on-staff personnel already handling your initiatives - with do-it-yourself tools and/or working together
- Complement already outsourced initiatives - or accurately report and/or fill in the gaps for existing campaigns.
- Be your turnkey agency solution.

**The 1st Step...** is to fill out Internet Consulting, Inc.'s [no cost in-depth consultation form](#) (it will take you less than 4 minutes due to most questions being check boxes).

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