

Are you talking to me?

Web sites arouse passion, everyone has an opinion and everyone wants to have a say in what goes on the site. It's not surprising that so many sites either gather cobwebs or grow like a rolling snowball, collecting irrelevant material and becoming confusing and difficult to navigate or manage.

Your prospects don't have a lot of time, the important ones only take a quick look at your site before they talk to you (or not as the case may be). If it doesn't relate to them and their world you've little chance of capturing their interest.

We take a very pragmatic view of what a B2B web site is for, it's to impress and reassure prospects, not designers or ego-driven managers. It has to be aligned with your business strategy and focused on customer issues if it's to get results.

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"I like everything except the content and the presentation."

Dr Mark Helme

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We Say...

Investing in people? Once upon a time IT companies invested in the development of sales people and were prepared to "grow their own". Today, (outside IT) lots of companies are being very successful doing just that, recruiting people for their personal characteristics rather than their experience then providing the support and mentoring they need to succeed.



Maybe it's the mercenary mindset of IT sales folk, maybe it's the cost of recruitment, maybe it's the need for quick results that have made IT management reluctant to invest. The prevailing philosophy seems to be, hire the right CV, pay them lots and if they don't succeed replace them with someone who "might do better".

Maybe it's not surprising that so many companies are struggling to meet targets...

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"we do whatever it takes to make sales & marketing work better"

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It may be worth re-stating the obvious, if you have a direct sales team selling high value solutions to businesses you have differing website needs than a consumer products company that sells over the internet. We're talking about a few big transactions sold by sales people not lots of small transactions untainted by a human voice.

What sales people need is for prospects to be encouraged to talk to them, they do the selling, not the website. Certainly a good site can build interest and make the job of the salesperson much easier but it's the salesman's job to turn a general proposition into something specific, something that meets an explored need and that's not something a web site can do.

The corporate site that allows prospects (and competition) to download just about everything they could be interested in makes the job of a salesperson harder, not easier. Making all that information available in an uncontrolled manner can be confusing at best, at worst it gives them lots of good reasons why they should exclude you from their short list.

A site full of fancy graphics and animation may be great fun to a gamer but is likely to be sidelined by the MD who wants reassurance about the business case that just landed on her desk.

A site that's well structured and easy to navigate will immediately communicate the quality of a company, why they're great and why they stand out from the humdrum. Dangling just enough information to get prospects interested is just what you need, starting the conversations that lead to more opportunities, more business.

Not surprisingly much less content will cost less to produce and less to maintain. Maybe that's why your web agency hasn't suggested you've a little too much detail?

Or maybe it's because it takes a lot of thinking to think through the purpose of the site and the appropriate content. Thinking is always tougher than cut and paste. Maybe that's why it's not often done.

Naturally we've helped clients through this process and have strong views in the "big fat website" debate, if you're interested in having a chat about it, give us a call on **0870 160 1305**

**..we'll even
buy the coffee.**



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