



The Laso Corporation
Bringing People Together

Laso eLetter

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Dear Laurie,



Things are really heating up here at Laso. In less than 2 weeks we are hosting an exciting breakfast event called:

"Drive More Sales: How Companies Use Technology to Grow" at the Lisle Hilton on September 9 from 7:30-11:00 am.

Why is a Laso, your technology search firm, putting on an event? How does that compute?

Knowing that companies were being bombarded with calls from recruiters asking about hiring plans, and that they were as tired as we were of saying that hiring was on hold, I decided to be creative. I asked myself how I else I might bring value to you during these difficult economic times.

I made some calls to several CEO's and COO's and asked them, aside from the economy, what are the top two strategic areas you would like to come

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Sept 9, Take one morning to learn how to drive more sales your way

Register now for "How Companies Use Technology to Grow", Weds., Sept 9, 7:30-11:00 a.m.

How do we get in front of more customers and into new markets? How can we make our website a better sales tool? How do we use social media to find new customers and create better relationships with current customers? What are cost effective ways to increase sales before year's end?

Start your fall with a list of answers to these questions and also make valuable new contacts for your business.

The Laso Corporation and Valley Industrial Association invite you to an up tempo breakfast event for companies looking for new opportunities to increase sales through technology. This is an excellent opportunity to network with others in your industry and learn how to apply some of the latest technologies for moving your sales in the right direction quickly and at a lower cost than you expect.

out of this downturn in better shape than going in? I had several answers, but across the board what I heard was "Help my sales channels sell more easily to our current customer base, and help us expand our reach to new customers".

I mulled this over and came up with the idea for this event. In the newsletter you will read about what the morning will look like, who will be on the panel and what will be discussed. You also can read about Using Technology as a strategy and Social Media as a B2B tool.

I encourage everyone to come. Just visit www.lasocareers.com and click on the event button at the bottom of the page to register. If nothing else, I could actually meet many people I have spoken to in the last 20 years I have been recruiting throughout Chicagoland, and that would be fantastic.

See you soon,
Laurie

On the morning menu: Solutions to increase sales

Our event panel discussion is your chance to get live, real-time answers to key questions on significant technology solutions, all in one morning. Our panelists will look closely at three relatively low-cost ways technology can help you build more relationships and drive more sales:

Customer Relationship Management

Find the right information, and you can give your customers what they want, when they want it. As

Order your event ticket today at www.lasocareers.com and on Sept. 9, you'll enjoy:

- Keynote speech, "How Technology is Impacting the Media," by 25-year WGN-Radio veteran Wes Bleed
- Panel discussion by 5 leading experts in technology solutions for sales growth, moderated by Laso Corporation's Laurie Swanson
- Targeted exposition displaying solutions for business development and cost savings
- Exceptional networking opportunities
- Delicious breakfast served by the Lisle Hilton

The cost for this event? Just \$22.00 per person, a great value especially when you consider the usual expenses associated with sales and technology research, expositions, and networking events.

Register today and we'll see you at the Lisle Hilton on Weds., September 9!

HOW WELL DO YOU KNOW YOUR CUSTOMERS?

If "know yourself" is a rule for how to succeed in life, then "know your customer" is essential for success in business. And knowing your customer is essentially the work of managing all levels of your customer relationships in the most organized way possible.

If you're looking to profit from better management of your customer relationships -- and who isn't? -- chances are you've asked yourself at least some of these questions:

- How can I generate quality leads for my sales team?
- How do I identify and understand customer needs?
- How do I target and serve my best customers?
- How can I improve customer satisfaction while also maximizing profits?
- How can I streamline my existing sales process?
- Can I integrate my web site's sales potential with my dealer network?
- Should I jump on the social media marketing bandwagon?

None of these questions has a simple answer, but all of their answers depend in some way on the smart use of technology.

At Laso, we work hard to stay abreast of technology, especially

a result, you'll be able to sell more to your current customers while also attracting new prospects and identifying new markets. How can you accomplish this in today's ever-changing business environment? Our panel will inform you about CRM tools that help you streamline business operations, make better decisions in less time and generate and pursue more sales leads.

e-Collaboration Software

Interested in knowing how to make life easier for customers who use your website, while at the same time building your sales channel? Cutting-edge e-Collaboration software gives your dealers shopping carts that consumers use when they visit your website. The consumer finds a product and then either learns more about the dealer or places an order with the dealer right from the website. Learn how to use this "win-win-win" technology where site visitors place convenient, direct online orders, dealers get presold customers and a ready-made platform for offline sales promotion, and you solidify your relationship with your best retailers.

Social Media

There is real value in social media once you cut through the clutter of buzzwords (social networks, wikis, folksonomy, mashup, etc.). Our panel will offer practical ideas you can start acting on now to use social media to expand your customer base, do immediate feedback market research, raise awareness and

those trends that can help supply chain companies improve their sales potential. Here are some important reasons we think the right application of technology can make a huge difference in your current and future customer relationships:

Technology offers creative solutions that you can adapt across your business: by product line, by geographic region, even by sales group specialty.

- Technology is a dynamic solution that can lay a good foundation and then grow right along with your business. Consider: there will always be a new technology coming out that could help you solve a new problem.
- Your competitors are using technology to help them grow, and your increasingly tech-savvy customers expect you to use it to meet their needs.
- Finding and using technology to solve sales challenges can be an exciting, plus personally and professionally stretching way to work. Just ask any colleague who has launched a profitable website or successfully experimented with social media.

For a chance to learn more about using the most current technologies to grow your sales, plan to attend the September 9 Laso Event: "Drive More Sales: How Companies Use Technology to Grow." Register at www.lasocareers.com by September 4!

Event Headliners

Meet the people who will make this sales and technology event a must-attend on your September calendar:

Wes Bleed, Keynote Speaker

This broadcast veteran will look at how technology has changed the way radio does business in his address, "How Technology is Impacting the Media." Wes Bleed is an award-winning journalist who spent more than 25 years at WGN Radio as reporter, anchor, talk show host and news director. His insider's view of the rapidly evolving intersection of media and technology will give you insights into how your own business is impacted by change.

John Sullivan, JG Sullivan Interactive, Inc., Panel participant

John Sullivan has led the development of collaborative e-commerce for several industries, including dealer sites for more than 10,000 independent retailers. Since joining JG Sullivan Advertising in 1977, he has turned the firm into a successful interactive solutions provider.

Mike Davis, President, MD Technical Resources, Panel

even stop bad press, all without breaking your budget or losing valuable time. Facebook, LinkedIn, Twitter and more -- learn about ways you can become comfortable with these media and make them work for you.

TECH CORNER: Taking the mystery out of Social Media

Social media is fast becoming the "must have" marketing tool for business. It's easy to see why: social media offers a seemingly limitless range of prospects, and the costs to join in are low to none.

The barrier to successful use for most people is the overwhelming number of options for online interaction, and the feeling that one has to be a highly skilled technician to navigate the alternatives. Senior executives also worry about the time investment: will they become buried under a host of new obligations to update, blog, post, and update again? Will they have to hire a host of expensive new social media specialists?

So it's helpful to back away from social media's avalanche of buzzwords and think about it in more basic terms:

Think of it as another way to "work the room" at a business gathering.

well conceived goals, execution and measurements.

A social media strategy does not have to be a drain on a company's time or financial resources. By starting small, and keeping expectations and goals modest, a company can learn as it goes and build incrementally. Social media is such an available, low cost tool

participant

MD Technical Resources helps clients use technology to measure and increase revenue, sales productivity and business visibility. MD Technical also helps companies integrate data and systems so they have more time and resources to focus on their core business. Mike Davis founded MD Technical Resources in 2001 and has built a team that knows how to bridge the gap between business needs and technology.

Sima Dahl, President, Parlay Communications, Ltd. Panel participant

Parlay Communications, Ltd., is a consulting firm that helps both individuals and businesses increase their sales by moving from Message to Mindshare through better marketing, branding and the use of social media. Sima is a veteran marketer with more than 20 years of experience working with solopreneurs, groundbreaking start-ups and mature enterprises. She is the founder of Marketing Job Wire, serves on the Board of Directors for the Chicago Chapter of the American Marketing Association (AMA), writes monthly for AMA International and blogs for Reed Elsevier on social media, marketing and technology at www.ExpertBusinessSource.com.

Steve Fretzin, President, Sales Results, Inc., Panel participant

Sales Results, Inc. is a national sales-training institute which since 2005 has empowered salespeople and increased sales for small-and mid-sized businesses in more than 50 industries. Founder and president Steve Fretzin uses his background in sales coaching, marketing management and franchise business operations to enhance both the performance and lives of his clients. Mr. Fretzin is also founder and managing partner of The Executives Profit, Team Discovery, Networking Monkey, and co-founder of Tekworking, a training vehicle for social media.

Adam Citron, President, Nortic Consulting, Panel participant

Nortic Consulting is a leading edge website development and design firm in the greater Chicagoland area. Founder and president Adam Citron leads a team of online marketing experts, search engine specialists and computer technicians who give strategic direction to companies that desire to grow through technology. Nortic's specialty is cost-effective websites that increase traffic, engage visitors and return investment on activity. Adam is also co-founder of Tekworking, a provider of business social media training workshops.

Laurie Swanson, Owner, Laso Corporation, Event host and panel moderator

The Laso Corporation is an information technology search firm with clients throughout the Chicago area. Laurie has assisted businesses in building their technology teams through strategic hiring for 20 years. She also plans and coordinates informative and fun events for

that it doesn't require a huge push to be effective.

How can you get started? First, gain a working familiarity with some of the jargon. There are several excellent web sites with social media glossaries. One, www.livingstonbuzz.com, includes these sample definitions: Facebook: an online community that enables people to share videos, pictures and information about themselves.

a professional online community. online site for uploading and discussing videos; videos from You Tube can be embedded onto other social media sites.

microblogging-community where posts and links are 140 characters or less.

Set a basic goal, such as simply listening to that audience's needs and providing a means for their feedback. Start small with one or two social media tools, such as a basic Facebook page for your business or even a simple email advertising series.

Ask for advice from people who are already using social media successfully to market their products and services. And don't be afraid to make mistakes along the way. The social media universe is huge and dynamic, so you won't have the same control you do with traditional media. But you will also enjoy a new level of personal interaction with customers and prospects, one that could lead to a higher profile and growth for your business in the future.

companies and is an experienced speaker and meeting facilitator.

Laso has been in business for over 12 years, and Laurie Swanson has been recruiting now for almost 20 years!

Laso is committed to being your experts in helping you build your Information Technology teams with the best people available.

These could be people who are experts at implementing or integrating ERP packages like SAP, Oracle, JD Edwards, Data Warehousing technologists, AS/400 and certified e-commerce and web developers (Microsoft and Java), Enterprise and Solution Architects, Business Analysts, and Project Managers.

Laso has also grown along with our clients to incorporate our stellar search skills in the sourcing and placement of Management and Executive Professionals in Information Technology, Operations, Finance and Human Resources along with providing additional business consulting services as needed.

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