

Town Hall Discussion: Sales

PPC (pay per click) Google Ads, see increase in sales
Partnerships with agencies

Google ad words

Sale person hiring = most impactful

Sale force CRM / CRM mining

Product-focused / soft marketing built on Salesforce

Outsource appointment setting for client acquisition

Tradeshaw / Interpreting

Referrals / Word of mouth

Industry focus

Focus on what's working

Loyal Translators

SEO

Average sales people: 2-4