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AmeriWeb Hosting Monthly e-Newsletter



News and helpful information from your friends at AmeriWeb Hosting March 2019



AmeriWeb Hosting Web Site Redesigned

It was time!

We redesigned our website, as the older version was becoming quite outdated. Better display on small screens, faster load time, and updated product information. It is an improvement!

<https://ameriwebhosting.com>

Check us out and let me know what you think. And if you see an error or omission, don't hesitate to let me know. I respect your opinion, and frankly, can always use your expertise and help!



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Site Tools

Accounting and Your Invoices

Well, it is tax time again.

As in past years, all of your paid invoices are easily accessible by logging into your account with AmeriWeb Hosting. Simply go here:

<https://ameriwebhosting.com/accounting/index.php>

Log in with your account name and password. If you forgot your credentials, just send me a quick email and I will reset your password and send it to you.



Prospecting 101

Prospecting for new clients is a task we must all perform if our businesses are to grow. Whether you are a manager or owner, your second task in being successful is to add more clients. Your first task is, and always will be to take great care with your existing clientele.

54% of salespeople surveyed in a recent poll agreed it was harder to get in front of prospects than it was 5 years ago.

The same survey found that 2/3 of all salespeople reach out to 250 or fewer leads per year, and only 15% reach out to 1,000 or more during the year. That is 4-5 cold calls per day to place yourself in the top 15%. Somewhat easy to do, right?

Here are some tips to make prospecting more successful:

- Once connected, you have five seconds to earn five minutes of your prospect's time.
- Successful calls are almost twice as long as unsuccessful calls, clocking in at 5:50 and 3:14 minutes, respectively.
- Successful calls are about educating your prospect and selling a meeting. Therefore, successful salespeople spend 54% of the call talking, while unsuccessful salespeople spent only 42% of their time speaking.
- Don't be afraid of the "monologue." Successful calls saw a whopping 70% more five-second monologues from salespeople than unsuccessful calls.
- Don't fear silence from your prospects. Unsuccessful calls saw prospect monologues up to eight seconds long. In successful calls, prospect's monologues lasted only around 3.5 seconds.
- Using "Did I catch you at a bad time" makes you 40% less likely to book a meeting.
- Asking "How are you?" correlates with a 3.4X higher likelihood of booking a meeting.
- Beginning your call with "The reason I'm calling is ..." increases your success rate by 2.1X.
- Asking "How have you been?" increases success rates by 6.6X.
- Using "We" instead of "I" increased success rates by 35%.
- The best days to call prospects have been found to be Wednesday, followed closely by Thursday. Tuesday, then Monday are #3 and #4, and Friday is by far the worst day to make cold calls.
- The golden hour for calling consumers is 4-5pm. Businesses are most receptive from 8-10am. The worst time to call is 11am-2:30pm, with 1pm-2pm as the worst time of all.

If you receive a lead, contact made within the first 10 minutes saw a 400% greater success rate than responses made after 10 minutes. One highly successful firm averages 3:48 minute responses.

The Lead Management Study shows reps should call at least six times before throwing in the towel. Shockingly, over 30% of leads in the study were never contacted at all. By making more call attempts -- or call attempts, period -- sales reps experienced up to a 70% increase in contact rates. Personal emails between calls and a structured drip campaign all serve to enhance response rates dramatically.

A weekly or monthly e-newsletter serves to remind the prospect you are still around, and often will cause them to seek you out when they are ready to proceed.

What is the #1 way to boost your pipeline and gain more leads to call?

Ask for referrals. 57.9% of respondents asked for fewer than one referral a month. Roughly 40% reported rarely asking. And only 18.6% asked every person they met with for a referral.

Since referrals have a much higher chance of closing, they can be a great place to start when you're trying to increase lead count, and thereby the number of follow-up calls you can make.

If you have any questions, I am a great resource to call. How can I help your business to grow?



ASK A TECH

Q: I sought a solution from the AmeriWeb Knowledgebase, but found not all articles were available. Why?

A: Some information is reserved for customers only. Try logging in to your account and see if the info is revealed. If it is still missing, drop me a line with what you were seeking, and I will get one of our best people on it immediately.

Q: On-line videos are talked about as a great way to promote a product. How do I incorporate my videos on my web site?

A: You can FTP the file to your hosting space, but if you have a number of videos, you'll quickly run out of space. It is surprising how large these videos can be.

A better solution, and one we use quite often, is to upload and use the YouTube service. Create an account and upload all of your videos. You'll get a page cataloging all of your videos, and you can also insert the video into your site with a simple code. YouTube gives you this code with every video. See their help page for complete instructions.

AmeriNews is published approximately 10 times a year by AmeriWeb Hosting for our customers, friends and those curious about our business. If you have a question for our ASK A TECH section, email it to support@ameriwebhosting.com

AmeriWeb Hosting

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