

# BUSINESS & SERVICES

## Businesses Expanding Sales with Online Networking

(Syndicated News) Millions of people have taken to using wildly popular social network sites like MySpace and Facebook. Those in the business world are learning that such networking sites aren't just for teens anymore. Companies have discovered the benefits of a wide range of activities, including recruiting, branding, advertising, sales, business development, and even

market research. One example of a fast-growing business social network is Sales Spider (<http://salespider.com>). When Sales Spider launched, last March, Selling Power magazine ranked it in its top 50 sales Web sites. By October, it had grown to over 300,000 users, and it has been increasing by 30 percent every month since.

What many people are learning is that Sales Spider offers a number of unique

options, like over 10,000 sales leads (worth over \$25 billion) that are updated daily. It also offers the ability to connect thousands of like-minded professionals or sales executives through online messaging and classified advertising. And the best part is that it's all free.

Sales Spider's Web engine is unique. Nightly, it searches the Internet for bids, leads and requests for proposals, and automatically places the sales leads in its Web site. Every deal is search-

able by industry and geography, offering easy access to buyers' contact information and listed requirements. Members can also contact each other by placing their profiles online in order to search and network with executives within similar industries or like-minded business interests. They often use the free classified section to advertise new opportunities or sell their goods and services.

"It's a natural shift from traditional networking methods like tradeshows, cold calling and word-of-mouth referrals, and it takes advantages of the latest Web 2.0 Internet social network trend. Now businesses can meet, sell, and find out what's new at a permanent online business convention," says Sales Spider's CEO and founder Russell Rothstein. "It's all about making more money."

## Shopping for Broadband Services Becomes Easy, Economical, and Effective

(Syndicated News) As any price-savvy shopper knows, product comparison is the lifeblood behind saving money. Travel companies, such as Travelocity and Expedia, have made the process easy for consumers by offering online comparative shopping. Unfortunately, the majority of other industries have failed to pick up on the trend. The majority, that is, except for Broadband National (<http://broadbandnational.com>).

"Most people don't have time to investigate every product, pricing plan, or every service option to make an educated decision on what they purchase," says Mark Weibel, of Broadband National. "That's especially true for broadband related services and products."

Broadband National, a nationwide comparative shopping Web site for broadband products and services, utilizes their unique IBIS technology to give users a chance to choose broadband service providers based on a number of factors. The IBIS system compares services from over 50 local, regional, and national

providers including Comcast, AT&T, Sprint, and Verizon.

"Companies benefit through our service as well since the cost of going through Broadband National is far cheaper than traditional sales channels," states Weibel. "It's great for customers, because the savings which companies see are reflected in the offerings which customers receive. Lower pricing, free equipment, installation management, and other benefits are pretty common."

Visitors to the site simply enter their current phone number to view a list of competitive service pricing plans. The site works for business customers as well. According to Weibel, the convenience is essential in today's confusing broadband services market. The company is also beginning to offer the same type of service in other areas, such as home security, automation, music, videos and gaming.

"It's easy, it's effective, and it's economical," states Weibel about his company's website. "Best of all, it's a free service for consumers."

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- All inclusive ticket (food, alcohol, entertainment)
- Dec 31st 8pm-2am
- Price: \$150 per ticket (Prices increase soon)
- Hosted bar 8pm - 12:30am
- Dress to impress
- Location: The Witherby 526 Market St., in the Gaslamp (corner of 6th and Market)
- Downtown Hotel Discounts (Omni, Westin)
- Call for discounts if your group has 20+

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**ACROSS**

1	Tall and fairy	72	In that case	128	Make lace	18	Form of quartz	89	Horse opera
6	Oval fruit	73	Lascivious look	130	Intended	19	Poe's bird	92	Bacterium
11	Decreases gradually	74	"— Marner"	131	Large cask	20	Fashion	93	Roof part
16	Separately	76	Foot digit	132	Office worker, for short	27	Iridescent stone	94	Frock
21	Town in Maine	77	Letter or aircraft	136	Fruity drink	30	Simon or McCartney	97	Road or relief
22	Texas mission	79	Price offered	137	Fishing rods	33	Smile broadly	99	Application
23	Spry	80	Peruvian Indian	139	Can	36	Embers	100	Minc'd oath
24	Term of endearment	82	Gab	140	Hit hard	38	"Auld Lang —"	103	Covers
25	Carried	84	Italian resort	141	Female deer	39	Church song	105	Saying
26	Of good eating	85	Leaning tower town	142	Dry ink for copiers	43	Nothing	106	Killer of Abel
28	Scoundrel	86	Instrument	144	Crisscross structure	44	Nobleman	107	Aspect
29	Flightless bird	87	Merriment	147	On the up and up	45	That fellow	109	Snakelike fish
30	Saucy	88	Mountain lion	149	Die down	47	Bar bill	111	— Vegas
31	Mineral spring	90	Incline	150	Far Easterner	48	Cabbage salad	112	Least little bit
32	Ticket remnants	91	Colony insect	151	Slide	49	Relative of an org.	113	Skirt border
34	Sawbuck	92	Gathered	152	Sailor's "Stop!"	50	Milan's La —	115	Western alliance
35	Abbr. in grammar	95	Tried for office	153	Pass along	51	Other-worldly	117	Link
37	Sleeve	96	Tree-dwelling mammal	154	Skin (prefix)	52	O'Casey or Connery	118	— and file
38	Philately item	98	Song	155	Sot	54	Disclaimer	120	Popular song
40	Before	100	Judge	156	Fete	56	Like a daydreamer	122	Part of the eye
41	— of the line	101	Sailor			57	Dugout	123	Secular
42	Burden	102	Style of type (abbr.)			58	Kind of statesman	124	Lollipop
44	Short stiff hair	104	Impair			60	Prophet	125	Turkic language
46	Stops fasting	105	Fine rain			61	Charge	126	Sun-dried brick
49	Attack	106	Funny fellow			62	Something annoying	127	Kind of colony
52	Hourglass contents	107	Quitting time			63	Neighbor of Md.	129	Pester playfully
53	Assistance	108	Uncanny			66	Mathematical proposition	131	Rich cake
55	Ill-will	110	Magnificent residence			67	Like a petty scholar	133	— Allan Poe
59	Short oar	112	Affectionate			69	Knotty	134	Damp
60	Withered	113	Privileged ones			71	Fill with fear	135	Small-minded
61	Made a movie of	114	English poet			72	— wave	137	Victim
64	Commonplace	116	Undisciplined			73	Mona —	138	Recipe direction
65	Gradually weakens	117	Place for a goatee			74	Highlander	140	Broth
66	Blue color	118	Niche			75	Capital of Oregon	143	Letter after zeta
67	Salon treatment, for short	119	Sizeable slice			78	Fix fraudulently	145	Flat cap
68	Earn as profit	121	Cut of beef			79	Coffin stand	146	What person
70	Baton	122	One and the —			81	Second to —	147	Drink, in a way
71	Bravo!	125	Spigot			83	Brewed beverage	148	A Gabor
						85	Not singular		
						88	Exclaimed		

**DOWN**

1	Tribal emblem	17	Wordplay
2	Bouquet		
3	Egyptian water lily		
4	Dir. letters		
5	Turf		
6	Beepeers		
7	Fill with fear		
8	Gone by		
9	Quantity (abbr.)		
10	Woolen fabric		
11	Canal country		
12	Earlier		
13	Rounded edges		
14	The upper crust		
15	Safe		
16	Makes inquiry		