

Sales Spider Adds Business Center Feature Set



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By Chris Talbot

Small- and medium-sized business (SMB) social networking site Sales Spider has launched a new set of tools on the site designed to help users create and expand their businesses.

Sales Spider Business Center has been the most requested new element of the site, based on a survey of its membership, said Russell Rothstein, CEO of Sales Spider. What the new area of Sales Spider provides is information, tools and resources appropriate to small SMBs.

"It's another way for free advertising," Rothstein said.

The new feature set offers access to a free business directory that is searchable by products and services. It also allows for instant communication between buyers and sellers.

A job center also allows members to post their resumes online so they can be found and reviewed by potential employers. Employers and recruiters can use the job center feature to post job ads, as well as to search for and communicate with potential employees.

Sales Spider Business Center also offers an area for business tools and resources, which includes documents, business calculator tools, business plans, templates and other useful information.

Similar in some ways to social networking sites like Facebook and MySpace, Sales Spider is designed for SMBs. With 3.2 million unique visitors on the site in April, Sales Spider is a growing by thousands of users daily, Rothstein said.

As a free service, Sales Spider isn't meant to connect people with old and existing friends or play games of Scrabulous; it's intended to be a business networking site that SMBs can use to drive revenue without it costing them money, he said. It empowers usually to expand and grow their revenue, he said.

"Where social networking makes you friends, Sales Spider makes you money," Rothstein said.

Sales Spider was launched in March 2006, and while it has a lot of the tools found on sites like Facebook and LinkedIn, its purpose is connect businesses and help them find customers and partners.

"Users make money while they use Sales Spider," Rothstein said.