

**For Immediate Release**



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## **SalesVantage.com Adds Site Search Engine For Quicker, Easier Access to Marketing Information**

**Portal Connects Sales, Marketing and Advertising Executives  
To Business Suppliers, Resources and News**

**New York**, Nov. 8, 2004 -- SalesVantage.com, the B2B online directory for sales, marketing and advertising executives has added an efficient search feature to its web site, enabling decision makers to quickly find suppliers, vendors or news articles that specifically focus on their needs.

"We provide convenient, one-stop access to more than 40,000 quality vendors and suppliers, saving these business executives one of their most valuable commodities -- time," explained John McMahon, founder of SalesVantage.com. "Having focused, segmented listings in one web location keep busy executives from wasting their time sorting through multiple individual resources, as they might have to do with other search methods."

Suppliers also benefit because they are targeting key decision makers at a time when they are most apt to buy. SalesVantage.com has up to 100,000 users per month, and nearly 60 per cent are the owner, CEO or president of their business. Users come from a variety of market segments, including computers and software, hospitality, education, distribution and manufacturing.

The site also helps executives stay informed on emerging business trends through articles posted on SalesVantage.com by industry experts and the SalesVantage NewsFeed. The Contributing Writers section publishes insightful and useful articles from more than 70 authorities with real world experience that they've applied to their own businesses. The NewsFeed is a three-times-a-week double opt-in e-mail that highlights the most recent sales, management, marketing and advertising articles from more than 20 top publications.

SalesVantage.com offers 15 main categories of supplier information, ranging from advertising agencies and direct marketing consultants to public relations firms and web business services. There are 86 sub-categories and many of these are localized, which helps users easily pinpoint the exact service they are seeking. The directory includes free basic listings, and paid web links and sponsors.

## **SalesVantage.com Release – 2**

If a user needs more information on a service or supplier, the SalesVantage.com staff offers free referrals to help match visitor needs with the best supplier solutions listed in the business directory.

“I have been using SalesVantage.com to help my clients locate fulfillment centers across the country. This has been a great resource for me. All the contact information I need is in one place saving me time, energy and money,” explained Michael Koch, president, MWK Associates, Inc.

Reaching the senior level sales, marketing and advertising executives who spend over \$300 billion each year on media and promotions for branding, customer acquisition, and customer retention campaigns pays immediate dividends for suppliers listed on SalesVantage.com.

“Just days after upgrading our client's Web site to a Directory Sponsorship on SalesVantage.com, the leads started arriving in greater numbers,” said Pauline Pageau, CEO of SearchWerx, an Internet marketing agency. “We've been especially impressed with the quality of the leads. Our conversion rate has consistently been between 3 to 5 per cent per month.”

Hot Neuron LLC developed the new search capability. Hot Neuron ([www.hotneuron.com](http://www.hotneuron.com)) is an Internet software and services company founded by Bill Dimm, who has a Ph.D. in Theoretical Elementary Particle Physics from Cornell University.

### **About SalesVantage.com**

Headquartered in New York City, SalesVantage.com ([www.salesvantage.com](http://www.salesvantage.com)) was founded in 1999 as the Internet's only business directory and news feed designed exclusively for sales, marketing and advertising executives. Today, SalesVantage.com is the leader in assisting tens of thousands of sales people, marketers and advertisers with the means to stay informed and connected to thousands of quality suppliers and vendors.