

# **Sales & Marketing Technologies Conversion Sites Provide The Link That Enable Online Visitors To Make Purchases**



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Author: Rod Caborn, [Sales & Marketing Technologies](#)

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ALTAMONTE SPRINGS, Fla. – (April 28, 2010) –Websites are a “must” marketing tool for businesses large and small to communicate what they do and what makes them different. Just as important as an online presence, however, is the ability for online visitors to purchase directly from a website.

Turning one’s website into a fully operational sales center, however, is usually beyond the technical capability of most small or medium sized businesses, many which can’t afford full-time Internet staff.

The easiest and most affordable means for a small or medium business to turn its website into a fully operational commercial platform is to take advantage of an existing software program, such as the SMT Conversion Site, a comprehensive website management package offered by Sales & Marketing Technologies (SMT), a leading full-service web development and Internet marketing company.

SMT’s Conversion Site package provides an online sales transactional component that enables visitors to a website to make purchases online.

"Websites, particularly those that support a retail-styled operation, have to act as more than an information center," said Dave Larson, SMT's president & CEO. "They should primarily serve as an online sales center. One's website should build on a visitor's interest in a product or service. Our Conversion Site system aims at converting online visitors into clients, not just observers."

Conversion Sites allow smaller companies to economically and effectively compete without the add-on costs required for additional sales personnel, noted Larson. "Generally, the cost of a Conversion Site is surprisingly affordable, he said."

The advantages of a Conversion Site for small and medium size business websites are considerable:

- The online transactional feature allows online visitors to make purchases directly from a website, a feature that many sites simply do not offer.
- The online purchasing element expands, at minimal cost, a businesses marketing reach beyond a local and regional radius to global reach
- The website becomes a round-the-clock sales and information tool, without any added expense to staff a "sales desk."

"People have become accustomed to making online purchases," Larson noted. "Online purchasing is no longer a novelty. For businesses to successfully compete online, they have to provide customers the means to purchase their product or service, which is precisely what the SMT Conversion Site does."

The SMT Conversion Site package builds into existing or new websites features that online buyers have grown familiar including online forms, account registration for repeat shoppers, featured items, and the use of a credit card to purchase via the Internet.

For the business owner, SMT handles the construction and design of the website package and tailors the program to be easily edited by the business owner. "Our clients easily change prices or offer special deals at the click of a button," explained SMT's Larson. "Further, we offer training that makes it easy to make changes on one's website."

The Conversion Site package also offers a powerful array of informational marketing tools, including:

- Phone call tracing and recording
- Lead management tools
- Blog with RSS feed
- Web and E-mail hosting
- Conversion Site software training
- Phone and Online support

Sales & Marketing Technologies (SMT) is a leading full-service [Web development](#) and [Internet marketing company](#). SMT creates, develops and markets custom Websites for businesses in the U.S., U.K., Caribbean, and South America. Additionally, SMT offers Internet marketing and lead generation programs, consulting web hosting services, strategic planning and social media integration. More information: 800-434-0339, [www.smtusa.com](http://www.smtusa.com) or [SMTConversionSite.com](http://SMTConversionSite.com)

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**More information:**

Dave Larson, 800-434-0339 x 204, [dlarson@smtusa.com](mailto:dlarson@smtusa.com)

Bernie Piekarski, 800-434-0339 x 226, [bpiekarski@smtusa.com](mailto:bpiekarski@smtusa.com)

**Contact Details:** Sales & Marketing Technologies

Dave Larson or Bernie Piekarski  
220 E. Central Parkway, Suite 1010  
Altamonte Springs , Florida 32701  
P: 407-682-2222 F: 407-682-2249  
[www.smtusa.com](http://www.smtusa.com)

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