

Relationships Key to Business Success

(NAPSA)—In a small business, the difference between success and failure can be determined by how well you inform current customers of new services, thank them for past patronage or simply maintain an active personal relationship.

With nearly 50 percent of small businesses failing in their first year, many now turn to Internet-based services to strengthen existing relationships and help provide a personal touch.



Before Plaxo, Robinson spent much of her time updating client lists so that classes were full and her business could run smoothly.

Small businesses with little or no budget for technology have chosen services such as Plaxo, a “smart address book” that makes it easy to stay organized, preserves key contacts, automatically updates them and serves as a secure third-party backup.

Kelly Robinson, owner of San Francisco-based Infusion Pilates, relies on Plaxo to maintain relationships. With a young clientele that tends to move often, she used to spend much of her time updating contact lists. She describes using the service as “easy to use, low maintenance and budget friendly. I would hate to revert to worrying if a client’s latest number is the one in my phone, PDA or on a notepad. With Plaxo, I know my information is accurate and always at my fingertips.” For more information, visit www.plaxo.com.