

BroadProspect Launches the World's First Network of Business

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BroadProspect Launches the World's First Network of Business

By Broadprospect Inc.

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BroadProspect Launches the World's First Network of Business Connection Makers

New York, June 18, 2002. BroadProspect, Inc. today launched the world's first network of business connection makers. The new business network, www.broadprospect.com, matches well-connected people with companies who seek assistance in getting business opportunities and leads, helping them to open doors and close deals.

During the pilot phase, 2,476 business opportunity seekers and 1,067 connection makers have joined BroadProspect. Contacts that have been created, led to business negotiations valued at \$7 M.

"BroadProspect solves the biggest problem facing the business community – how to reach the right person in the appropriate organization who will close the desirable deal," said Ziv Dascalu, Founder and CEO of BroadProspect. "The most rapid path to deal closing is through direct connections or personal referrals. Only few deals are the result of a "blind date" with the target customer"

BroadProspect enables the seekers to locate, at a mouse click, the right person with the appropriate business connections. The web-based service assures maximum privacy and discretion. Both clients and connection makers remain anonymous throughout their negotiations until each party decides to identify itself. Then, they can directly communicate offline.

Connection makers are exposed to numerous potential clients and partners. They can leverage their contacts, relationships and business experience into a revenue source.

Both seekers and connection makers can join BroadProspect at no cost.

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Seekers pay \$25 when they and the connection makers decide to directly communicate offline. If the connection maker succeeds to set-up a meeting with the target business decision maker, the seeker pays an additional \$100. BroadProspect is not involved in the business negotiations and the agreed compensation between the connection maker and the seeker.

About BroadProspect

BroadProspect business network matches well-connected people with companies who seek assistance in getting business opportunities and leads, helping them to open doors and close deals.

BroadProspect is headquartered in New York and is operating internationally. The company is owned by Ziv Dascalu and a group of private investors. For more information, please visit the Company's website at www.broadprospect.com

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Learning to Make Connections

By Paul "the soaring" Siegel

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Marketing may be considered to be a means of making connections. What every marketer must do is learn with whom to connect and how to connect in order to best serve his prospects and expand his business.

The Internet is the best medium invented to-date for making connections. There are lots of other media. But none offer the fast, easy and private methods for establishing connections and building useful relationships.

Some powerful companies have not learned how to do this on the Net. Recently a few members of the Recording Industry Association of America (RIAA) have tried to hurt peer-to-peer music-sharing systems by signing on and offering spoofed CDs. These CDs have periods of empty space or ruined music. The idea is to drive people to "legitimate" outlets.

Now I ask You, Is this a way to make a connection with someone?
Is this a way to gain customers? Is this a way to be helpful?

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While RIAA members are stuck in the past, others who understand that the Internet is a learning medium, use services, such as BroadProspect, to learn how to make connections. Here is an excerpt from an email I received from them:

"BroadProspect (<http://www.BroadProspect.com>) is a place where professionals list their senior industry connections on an ANONYMOUS BASIS for FREE, and become an anonymous connection maker. Companies shop online for a specific industry relationship and communicate with the ANONYMOUS connection maker. When the connection maker is satisfied with the information, he/she can establish a client – or goodwill – relationship with the business entity."

This outfit understands that the Internet is not merely an information highway but a learning network. They have developed a method to enable business people, not merely to gather information, but to learn about other businesses they would like to partner or otherwise work with.

I have no business relationship with BroadProject. I write about it because I think it may be of use to some of you.

To be successful on the Net, look for ways to broaden your connections.



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