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Profits in Progress *Personal, Professional, Powerful Communications*

by Michelle Lane, Write to the Top Marketing Communications

Sure, you're out every week, or even every day, networking like crazy to build and maintain those oh-so important business relationships. **Question: Are you also "note-working?"**

"Relationships are very important to me, as they should be to anyone who is in business these days," says Vanessa Lowry, president of Profits in Progress, an innovative marketing and design company that helps businesses build and leverage relationships to increase revenues. Lowry's passion for connecting people has morphed into a solution-driven concept of creating and sending handwritten note cards for businesses and organizations.

Lowry is a pioneer in the field of sales, communication, customer relationship management and the art of "note-working," a concept she coined because she *"wanted to give businesses a way to carry their professional image over into a medium that conveys a strong personal connection. We all want to do business with individuals whom we know and trust, who we believe are looking out for our best interests,"* Lowry says. *"Handwritten notes are a dynamic way to foster those relationships and create a lasting impression which leads to repeat and referral sales."*

Actually, communicating with your various internal and external audiences isn't new; what's new is the good old-fashioned way she does it: with a real pen and real paper. With the advent of e-mail, the concept of writing a note to someone on a piece of paper, sealing an envelope and applying a stamp has been lost on many, many overly-busy professionals. Therefore, in 2003, Lowry launched Profits in Progress, a division of her graphics design studio (Lowry Vickers Design), to return fresh meaning to the phrase "let's stay in touch."

For some of us, communicating via today's technology leaves us feeling cold and sterile. But Lowry says that her system *"helps humanize the sales process and gives customer service a boost. Regular contact with customers helps build trust and open the door for referrals from those customers, or to find out about problems before you lose an existing customer."*

Statistics show that you are nine times more likely to make a sale with an existing customer than you are to sell to a new prospect."

The key to Profits in Progress' success is a passion for effective communication. *"We listen to our clients and provide them with innovative solutions to increase their sales; helping them create a memorable and professional image through our graphics services and building relationships through our note card systems,"* says Lowry. *"Our handwriting services, designed for mailings of 30 or more cards, can save you hours of time. These are perfect for announcements of new products, invitations, holiday mailings or as a follow-up to seminars or trade shows. A handwritten note is always appreciated and has a 99% open rate. If you want to make sure your message gets noticed, send it as a handwritten note!"*

Profits in Progress has been a loyal IO client since 2004, and has helped many IO members build relationships and increase their success through Note-Working. Their newest offering — the **Note-Working Success System™** — gives individuals a system to send their own notes on a unique card every month. They will also be able to track and measure the results of the cards they send!

Interested? You can beta-test the Note-working Success System in March. Plus, if you sign up for this program by March 20th, everyone in your organization will receive a discount for the year program that begins in May! If you are an executive of a company with 200 or more employees or a sales director with a sales team of 10 or more, call Profits in Progress to test and measure your team's results during this test period.

**For more information, contact
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www.ProfitsinProgress.com.**