

# New Media

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## *Is Something New Under the Sun?*

When new technology and innovations create a new communication medium, people are generally slow to take advantage of the new possibilities.

Early photographs show people as if posing for a portrait. Early films have actors as if on stage. It takes time and creativity to adapt to the new capabilities.

The Internet is no different. Very few web sites take advantage of power of the medium. Most provide reams of text, becoming a document. Many provide simple form functions, allowing users to enter information or make purchases. Some offer animation or video, becoming a television. Few take full advantage of the interactive capabilities and multi-media advantages.

Every auto dealer knows the frustration of watching a client walk because the model on the lot was the wrong color or had the wrong options. What if that dealer could give that same customer an Internet survey, show them their options, including what is in the existing inventory. Let the buyer schedule an appointment. If their dream car is on another lot, the dealer could move it before the customer arrives. Even if it is not in the inventory the dealer will know about the issue and plan ahead.

Educating the buyer about what is available and what options exist takes a lot of valuable time. Buyers who educate themselves, know the options, and have something from your inventory in mind, arrive 80% closed.

A Heating and Air Conditioning service site could prompt for information about a buyer's building and then recommend the appropriate equipment and accessories.

A Realtor's site could narrow or expand the listings based on criteria set by the buyer.

An appliance store site that progressively narrows the displayed inventory as the user selects options.

These are ways to help the buyer make an informed decision before arriving. A buyer that says, "I am interested in one these three models, make gray" is 80% closed. A buyer that says, "I need a new dishwasher" is really looking for information.

A knowledgeable customer is often a quick close. Ask yourself, if you could educate all your customers ahead of time, what would you want them to know? Need help brainstorming the possibilities? Call us at Osage Enterprises.

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