



Hi I'm Guy Cook this is The Guy R Cook Report the b2b subject comes to mind as what's about conversions right and if you want to make conversions you have to as the headline says fish where the fish are and my experience my conversions have happened

from LinkedIn well first off word of mouth but after word of mouth the best channel has been LinkedIn and in doing research I found this post from Rebecca at call box and their summary there it says so that by following their simple steps you can build relationships instead of just seeking quality b2b decision-makers now we know that from what I just said LinkedIn is where they're at to build the relationship that's where you'd want to go so if you go into a room full of people that are not decision-makers you're not gonna make many relationships because there's no profit in it but if you want to sell your services and b2b is what your service is about then that's where you want to be is check out LinkedIn and check out Rebecca's post about building relationships and as far as building relationships go how about being a patron of The Guy R Cook Report that would be cool and that being said I'm gonna conclude this episode before I talk too much and I'll simply say

It's a wrap