



The National

PROFIT GATE MONTHLY



NEWSLETTER

April 2010



Client Success Story



April 9, 2010, Largo, FL – Dan Lewis, President of Profit Gate, interviewed Charles Parrot, owner of Conceal Protection 3, and maker of the patented **SmartCarry®**, “the Invisible Holster”. Mr. Parrot was referred to Profit Gate by the Dell Company in 2008 and had his web site redesigned. You can see his online store at: www.smartcarry.com.

Dan: How long have you been in business?

Charlie: We’ve been in business a little over 14 years.

Dan: What do you sell?

Charlie: We sell concealed holsters that fit under any type of clothing, so that a pistol can be carried at all times without anyone even suspecting it. That’s why we call it the invisible holster.

Dan: Why is your product superior to others?

Charlie: Our advantage is we use a patented design, heavy denim which lasts for years and is washable. The rear panel is 100% waterproof so when you perspire, no moisture reaches your firearm that would otherwise cause it to rust.

Dan: What kind of customer buys your product?

Charlie: Anyone who has the wisdom to take responsibility for themselves, families and loved ones. You can’t depend on anyone else to protect you or your family. When you need a cop he’s not there. They usually come after the incident has occurred to clean up the mess and make a report. If you value your life, and that of your family, you’d better be ready to take the responsibility to protect them.

Dan: How many sales do you get from your website a month roughly?

Charlie: I’d say at least 98% of our sales come from the website. We used to take orders over the phone, but we got so many orders coming in now that I’d rather be processing and delivering the orders than talking on the phone.

Dan: How many people does it take to keep up with shipping these holsters?

Charlie: Originally, I was doing all of it myself, but the business got too big. Now I have two other people packing and shipping, seven days a week.

Dan: On a typical day, how many of these units are you shipping out?

Charlie: I’d say about 12 to 50 orders a day, an average of about 23 a day.

Dan: Do you get any comments from your customers about your website?

Charlie: Yes I have. Since it’s been updated by Profit Gate, we’ve got comments on how great it is, and the most important thing is that it’s easier to use now. The original website I created years ago, thumbing through books on html. I didn’t know anything about it and I still don’t know much about it; just enough to get me in trouble. This new website is professional, easy to use, and the customers love it. And I get more sales from it.

Dan: What happened to your sales since Profit Gate updated your site in Sept. ‘08?

Charlie: They’ve increased by over 30%.

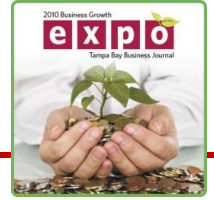
Dan: What advice could you offer other business owners regarding their websites?

Charlie: First thing you need to do is make it user-friendly and attractive. I think user friendly is most important and attractive is right next to it. You don’t really need a lot of hype on the product out there as long as you give factual information. I found that works much better. Also, you should treat your customers very well; show them you value their business. Then you’ll get word of mouth going and postings on the Internet which is the most valuable sales tool you could possibly have.

Dan: Obviously you’re doing very well now, and I hope that you continue to grow. I appreciate your time and thank you.



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2010

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PRESIDENT’S CORNER

I thought that you might enjoy hearing from some of our Clients that have been quite successful with their web sites. So for the next several months, I’m doing a series of interviews to be included in our newsletters.

If you have any suggestions for specific questions that you would like me to ask in these interviews, shoot me a quick email; dan@profitgate.net – and I’ll be happy to add it to the upcoming interviews.

As Francis Bacon said,
“A prudent question
is one-half of wisdom.”

