



## **Direct Sellers Seeking Innovative Communications and Branding Tools Find IMN Party Pulse™ E-Communications a Cutting-edge Solution**

Waltham, MA, January 31, 2008. Today's forward-thinking direct sellers are staying relevant and competitive by using IMN's innovative communications and branding tools. IMN's Party Pulse e-newsletters and Warm Call Reports™ provide direct sellers with the ability to communicate their unique brands to thousands of customers at a time and then follow up using high-tech analytics as a guide to their customer's interests and preferences. IMN ([www.imnpartypulse.com](http://www.imnpartypulse.com)), an e-communications company with more than 3,000 accounts globally, offers unprecedented e-communications tools, designed specifically to help direct sellers increase the number of parties they hold, increase average sales volume and increase the number of new representatives they are able to bring into the business.

IMN direct selling client base increased 70% in 2007, a reflection of the new high-tech, high-touch philosophy embraced by successful direct selling businesses.

Nancy Bogart, Founder of Jordan Essentials, headquartered in Nixa, Missouri began using the IMN e-newsletters and Warm Call Reports in December of 2007. "We want to become a more centralized company that partners with our independent sales representatives," she says. "We want our branding to be more uniform and more impactful." In prior years, Jordan Essentials sales representatives created their own newsletters, spending time and energy that took their focus away from running their businesses. Today, Bogart believes that her independent sales representatives expect her company to offer high-tech tools. And, after personally delivering her first podcast – a special feature bundled into the IMN suite of e-communications tools – she was amazed at the results. "Our sales field loved it and I loved feeling like my personal touch and message came through. I was right there with them." A perfect example of true direct selling.

Bogart believes that the company's customers will love receiving the lifestyle information that they build into each newsletter to help set them apart from other companies. "We think it is vital to add items of value, not just another sales pitch."

The IMN Warm Call Reports will also allow the sales representatives the opportunity to follow up with each customer based on their preferences. The innovation of tracking customer preference will she says, "Allow even the newest sales representative to target her time and be more effective."

The venerable direct seller, Saladmaster, founded in 1946, with independent dealerships worldwide, also plans to stay ahead of the curve by utilizing the IMN e-newsletter and Warm Call Reports. The first newsletter, scheduled to launch in March 2008, is well underway. Stephani Deen, the company's Marketing Administrator, believes the new

tools will increase bookings, recruiting and sales for dealerships throughout the world, making relationships with customers more convenient, interactive and effective. “Our Dealerships have provided us with guidelines for the content and design based on what their customers have said they want to see,” says Deen. “Our newsletter will include sections such as recipes, healthy lifestyle information and product features. The Warm Call Reports will help us understand our customers and know what to improve and how to add value.”

Lisa Henderson, Co-Founder of B’s Purses, a creative direct seller of whimsical and stylish handbags, launched in 2004, believes that as a fashion company it is important to provide lifestyle information to customers. Her company’s IMN e-newsletter, branded as B’s Buzz, delivers fashion trends that tie directly back to her company’s product line. The e-newsletter also allows her sales representatives to focus on sales rather than worrying about creating individual e-newsletters. One well-branded e-newsletter, sent once a month at a regular time does more to build consumer loyalty than any other communications tool.

The Warm Call Reports are the icing on the cake – providing individual sales representatives and their companies – a better understanding of their customers’ preferences, needs and desires.

IMN, headquartered in Waltham, MA, specializes in e-communications services for sales and distribution networks, enabling direct selling companies to support their field sales organizations with multi-media capable e-mail and e-newsletters, which are designed to drive measurable brand impact and product visibility for the direct selling company, as well as sales and recruits for the sales representative. IMN also provides a comprehensive automated solution for managing all of the content for such collaborative e-marketing programs, freeing sales representatives from the need to create content. IMN serves customers worldwide and has been embraced by innovative direct selling companies such as Private Quarters, Sensaria, Gold Canyon, Southern Living At HOME, Homemade Gourmet, U Design Jewelry and Two Sister’s Gourmet. It also serves major corporations such as Shell Oil, Wachovia, CitiStreet and ING. Additional information can be found at [www.imnpartypulse.com](http://www.imnpartypulse.com) or by calling 1-866-964-NEWS.

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