

## COMMUNICATING WITH YOUR CLIENTS USING MODERN TECHNOLOGY

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As your business changes so does your customer. We live in the era where information is the key to success, but is it? All of us can have information at our finger tips if we choose to have it. Our customers also have this opportunity. Information can help or hurt you in business – it is all how it is interpreted. Customers have different needs and also have different ways to research and for fill these needs. Using technology can be a wonderful tool but also can “loose” the deal for you. Using modern day technology can be frustrating at times but if used correctly with the right clients can be a wonderful and successful tool.

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