



## Doing Business in a Professional Virtual Setting

July 14, 2010

I was reading an article by [Jeff Landers](#), serial entrepreneur who has worked in commercial real estate for the past 32 years, "*No More Meetings at Starbuck*," and had to share his expertise with you. Landers writes about a business owner, Barbara Young. Barbara owns a very small business and worried about her competition having more money, a bigger reputation, and more marketing resources. Barbara worked out of her house and needed to keep her overhead low. "*I needed to keep my overhead low, so I had no intention of running away from home, but I also needed to pull off a polished, professional appearance when I met with potential clients. In a nutshell, I needed to make my business look bigger than it really was.*"

Landers goes on to write, "*A polished professional appearance is much more important for home-based entrepreneurs than for other businesses because you are always battling the unspoken – the perception that you might not be a 'real' business.*" Landers continues, "*Clients, particularly great paying clients, want to give their business to companies that inspire trust. They avoid the fly-by-night operators in favor of companies that look like they will be around for years to come. They are looking for companies who deliver stellar work on deadline and until they get to know you and the quality of your work, potential clients can only judge you by 'what they see'. So, they are noticing your office, how you dress, how confident you look, how tight your presentation is, how organized you seem. And no matter how you stack it, meeting in your living room or in Starbucks, does not exactly scream out that your company is best-of breed.*"

So what alternatives are there?

Chris Jordan and I built the Discovery Conference Centre to help entrepreneurs of all sizes during these interesting times. We have only the best for our clients, because we want our clients to succeed. Our technology, meeting rooms, and videoconferencing equipment is "best in class."

Don't do business at a coffee house. People you need to do business with are judging you and your success. People want to do business with successful people. Using one of our conference rooms to conduct a meeting or presentation, we will partner with you to send a message to your clients. We will hold your hand in using our technology and make you look good.

Discovery Conference Centre was built for you. We are on your team.

