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- [Business Processes](#)
- [Productivity](#)
- [Business Growth](#)
 - [Articles](#)
 - [Small Business](#)
 - [Entrepreneur Interviews](#)
 - [Author Interviews](#)
- [Marketing](#)
 - [Internet Marketing](#)
 - [Public Relations](#)
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Entrepreneur Interview: Sandi Webster, Consultants 2 Go, LLC

By [sue](#) on Jun 20, 2012 with [Comments 0](#)

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Business Name: Consultants 2 Go, LLC

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Website URL: <http://www.Consultants2Go.com>

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Jos A Bank™ Official Site

3 For The Price of 1, Plus 50% Off! 2 Days Only. Orders \$195+ Ship Free www.JosBank.com

Year Founded: 2002

Business Partner: Peggy McHale

Number of Employees: 40 (consultants and employees)

What does your company do?

We provide affordable marketing consultants to Fortune 500 and mid-sized companies in Telecom, Financial Services and Insurance industries on a part or full-time basis.

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Was there a specific turning point when you realized your business was moving to the next level?

When we crossed the million dollar mark in 2006, we knew we had a service that was needed, the business had legs and that we could grow.

What processes or procedures have you implemented that have helped grow your company?

We have a formal sales training for our business development team; we have an operating manual that is used by everyone; we utilize technology tools in the cloud to help us move better communicate internally and with our clients; we have a compliance officer who ensures we stay within internal and external guidelines. Basically, we have put a lot of systems in place as we grew.

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What are some of the best marketing strategies that have worked for your business?

By far, our best marketing strategy is to apply for, and win, awards. It gives us a tremendous amount of PR even if we don't win.

Are there any ways that you have leveraged the Internet to grow your business?

Again, we utilize the cloud to operate our business as most of our team are virtual around the country. They have access to all our databases and we have access to them as well. We also utilize social media for recruiting and referrals.

What is most rewarding about running your business?

I like knowing about, or working on, new product launches – watching my consultants work on projects from conception thru launch. I feel tremendous satisfaction when I see a product or service in the marketplace and know that we were instrumental in making that happen.

What challenges have you faced and how have you overcome them?

Even though there are two owners, we craved having input on some of the decisions that we were making – just to ensure we were on the right track. We resolved that by creating an advisory board. We currently have six top-notch members who meet with us on a quarterly basis. They are retired executives from Fortune 500 companies as well as experts in fields such as IT and pharma.

If you were starting over today, what would you do differently?

I enjoyed the way we started our business so I wouldn't change much of that; however, if I were starting over today, I would go into a business that works with, or provides care to, seniors or children. Those two categories are not going away.

What advice do you have for other business owners?

Ask for help. It's amazing how many people will give a helping hand for whatever you need.

Please list any favorite books, tools or resources (software, website, etc.) you would recommend for others:

One of the books I recommend is *Black and White Strike Gold* which is a book of 52 tips that Peggy and I wrote for other business owners. It tells what we did to grow our business as well as some of the pitfalls that we had. I also like peer groups like Women Presidents' Organization, Inc. Business Council, and National Association of Women Business Owners. I like national websites such as Entrepreneur.com and local ones like www.nyreport.com for *New York Enterprise Report*.

What is something that people might be surprised to learn about you?

Most people would be really surprised to know that I'm really very quiet and closer to being an introvert since I'm always so extroverted.

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