

How Reps Can Get The Most From Google

by TERRY L. BROCK

Reps have come to rely on Google for a lot. Sure, you use Google for searching. This is a particularly useful tool when looking at what is happening with customers, and we can use it to look up competitive prices on various components. This search engine has permeated our culture and world in such a profound way that it is now part of our vocabulary (“I’ll Google that and find out”). We have turned the name of the company into a verb. When we Americans do that, you know it is integrally woven into our culture.

Yet, do you know that Google does a lot more than just search on select terms? There are a number of things you can do with it that are quite helpful for small-business owners and mobile professionals. Here are a few (but not all) of the features that can help you in your work as you “Google” around.

Numbers and Math

Need to run a quick quote for a client but don’t have your handy calculator? In the Google search bar, type numbers instead of words and notice the result. For instance, try typing $343*343-22+555$ and Google will return the answer you see to the right in Figure 1.

But Google goes beyond that. This is where your calculator falls way behind when you’re working

on a quote for a customer. Try a phrase like “How many kilometers are in 57.34 miles,” and Google will return the answer — 92.279785 kilometers. The same type of English question can be asked of situations regarding gallons, liters, ounces, grams and more. A Google-savvy rep can leverage technology like this to get answers fast for a customer. Google will provide answers better than your trusted librarian!

Bargains Galore

You can find a host of bargains when you know what you want. Try www.froogle.google.com and you’ll be directed to Google’s shopping area to find the best price on a given item. Since prices change regularly, this is a good tool to have available when you’re

looking for a specific item and want the best current price. This is largely for consumer items, but a wise manufacturers’ rep can see the opportunities and leverage this technology to help customers.

News — From a Variety of Views

If you go to news.google.com you’ll get a wide variety of news sources. These sources are not just left and right political views from America; you get a chance to read about stories from many other countries. This helps as you build your international view and become more aware of business as it is done worldwide. I use this page as my home page to always get a capsule of what is happening in the world at any given moment.



Directions and Maps

Try either Google Local or Maps (under the “more” section) and you’ll be able to get a now-standard set of directions to drive from one point to another. But there is a slightly different twist with Google’s approach. Notice the accompanying map that is available. You can click on the map and drag your mouse to see the map move. This provides the ability to move the map around and see the broader scope of terrain. This is something you have to see to believe. Look at the video I mention at the end of this article to see it in action. Try it and you’ll never have to get lost again with directions. This is an invaluable tool for traveling reps who need specific directions or location information.

Blogging — The Standard

A few years ago, Google saw the trend in blogging and purchased Blogger.com. Well, the insight and foresight the leaders at Google demonstrated has proven to be astute. Blogs are now competing with newspapers and other media for attention. They often provide unique insights. You can create your own blog at Blogger.com for free. You can also use Google to search blogs for specific topics. If you want to know what the competition is doing, this blog search is a fast and comprehensive way to learn. Try it with your own business intelligence questions and you’ll be amazed at the results. Check out <http://yoursuccess.blogspot.com> to see what I’m doing with my blog and

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think about how you can do even more with your own.

Google Alerts

This one is priceless! If you want to know about what is happening — as it happens — with a manufacturer, a product line or any other topic, use this service. You type in the key words to look for and Google will alert you (sending an e-mail) when news of it happens among thousands of web sites. You’ll be the one on top of what’s happening as it happens. Customers like reps who know important information. So do manufacturers!

Google Desktop

This tool does for your desktop what Google does for the web. You remember that letter you wrote a while back that contained the phrase “Wausau Widgets,” but you don’t remember the name of the file or where you placed it? Windows Search wouldn’t find the phrase very easily. With Google Desktop you can locate every document with those words. Not only does it search documents but you will be able to look for e-mail, files, folders, pictures and more. And no, your searches won’t be available to the rest of the world on the web. It is only on your computer. This feature saved my neck a while back look-

ing for a phone number in an obscure e-mail.

More Features in More

That’s only a brief overview of some of the products available for you in Google. The possibilities for boosting your business are enormous and well worth a visit.

In fact, there are features that you have to see to believe. I recently put together a video of some of the features which you can see by sending an e-mail to google@terrybrock.com. When you send an e-mail there, you’ll get a response back with the URL to select. There is no charge for this. Enjoy! ☐



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