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Volume 03-07-1

## PROFIComments

### Greetings!

**Proficom's** E- newsletter is designed to showcase our **Commitment & Expertise** to help you increase your sales and revenue with equipment leasing.

The theme of this edition is reflections on the **Month of March**.

## The Cold in Calling

### When Sales Calls are Chilly...

There is a school of thought that says cold calling as a sales technique is a waste of effort.

For most sales professionals today, cold calling is an outdated concept.

[Jeffrey Gitomer](#) calls cold calls **a rude interruption** to a prospective customer by a sales person that is too lazy to network; or earn a referral.

With Spring around the corner, we should all be reminded that sales is an active profession that requires us to **get up** and **go out** an engage others with our products and services--even when it is a litte chilly out still...

## Sales Tools

Quote to  
control your  
sale

### Records Broken in March!

Proficom is proud to announce that March has delivered a record number of vendors using **PROFIQuote**, breaking all previous numbers, even before the month's end!

Why such success?

For vendors selling capital equipment, an understanding of the leasing process is vital.

In today's competitive environment, potential buyers need to know what your equipment can do for them, but also how they're going to pay for it.

**If you do not address the second issue, someone else will.**

### Perhaps a competitor?

Test drive [PROFIQuote!](#) Simply enter User Name - **Test** Password - **Test**.  
under Client Login.

## Proficom's Customer of the Month

After a recent equipment lease with Proficom, Stratos Papachristopoulos wrote:

*"The staff at Proficom have been simply a pleasure to deal with as they were quick, efficient and offered great rates."*

Papachristopoulos is the Director of Operations and Marketing for **Dine.TO** -- Toronto's #1 exclusive guide to restaurants in the GTA.

Visit **Dine.TO** for guides through the best restaurants in the GTA, with full reviews, information and virtual tours.

[Wine, Dine & Unwind](#)

## March to Different Drummer

### What does HTTP mean anyway...?

Tim Berners-Lee and his physicist colleagues at CERN, an international scientific organization based in Geneva Switzerland, wanted to develop a method for computers to share sensitive information.

The **Hypertext Transfer Protocol** was born- it is the set of rules for exchanging files (text, graphic images, sound, video, and other multimedia files) on the World Wide Web.

The team also developed a whole new lexicon including **HTML** (hypertext markup language) used to create web pages, **HTTP** (HyperText Transfer Protocol) and **URLs** (Universal Resource Locators).

Today, these concepts have changed the nature of communication internationally.

[Read more...](#)

## Golf Tournament

Charity Golf

### Proficom Annual Charity Golf Event

March is often a time for people's thoughts to turn to ....**golf!**

Watch for details in the weeks to come about Proficom's Annual Charity Golf Tournament May 28th 2007.

We have booked an exquisite course location this year, [The Club at Bond Head](#)

All proceeds will be donated to [Sick Kid's Hospital Foundation](#).

Mark the date on your calendar now in anticipation of this great event for a very worthy cause.

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