

# American Express Update

William DeSimone, Vice President



- **Our Commitment to Small Business**
- **American Express 360Connect**

American Express is committed to helping small businesses **DO MORE BUSINESS**



They are :

- ✓ The engine of the economy
- ✓ Somewhat optimistic
- ✓ Seeking new customers





## MARKETING SOLUTIONS THAT HELP YOU HIT YOUR TARGET

We'll help you turn spend data into new customers through search engine marketing and direct mail campaigns. Here's how:

### 1 GET INSIGHT

After you **log in or enroll**, request a complimentary customer analysis so you can:

- Learn about high spending customer segments
- Get guidance on how to build a campaign
- **See what kind of insights you'll get**

### 2 DIVE DEEPER

Learn about what our service provides and marketing options you can choose from:

- **Search Engine Marketing**
- **Direct Mail**

### 3 BUILD CAMPAIGNS

Take the insights from your analysis and your marketing options and start creating powerful campaigns with our third-party service providers.

For questions or help finding the right solution, [click here](#)

**START REACHING NEW CUSTOMERS**

**GET STARTED**

Returning Customer?

**LOG IN**

# Small Business Saturday



NOVEMBER 2010						
SUN	MON	TUES	WED	THURS	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	<b>Black</b>
14	15	16	17	18	19	<b>Friday</b>
21	22	23	24	25	26	27
28	29	30	Note:			



# Small Business Saturday



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**SMALL BUSINESS  
SATURDAY**  
**NOV 27**

# Small Business Saturday



**1.2 million  
Facebook  
“likes”**

**30,000 Tweets**

**5 Acquirer  
Endorsements**

**100,000  
POP Downloads**

**130  
Partner  
Organizations**

- **Our Commitment to Small Business**

- **American Express 360Connect**

# Introducing....



## AMERICAN EXPRESS 360Connect

Real Time. Real Fast. Real Easy.

- ✓ Selling Tips & Best Practices
  - ✓ Industry Overviews
  - ✓ AmEx Value Story Guides

[www.connect.amex360.com](http://www.connect.amex360.com)

important messages:

# AMERICAN EXPRESS 360Connect

➔ Welcome to Amex 360Connect –  
Get started by reviewing the latest  
[Virtual Sales Toolkit](#)

				
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**GIVE US  
YOUR  
FEEDBACK**

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# What's inside Amex360?



## Industry Overviews



### Business to Business (B2B) Overview

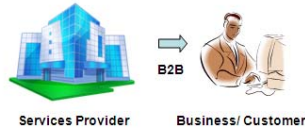
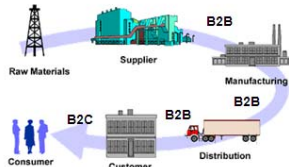
B2B merchants are defined as those who are in the business of selling goods for resale and/or services to other businesses.

#### Raw Materials and Inventory

- Construction/ HVAC
- Industrial Supply
- Medical Supplies
- All Other Wholesale

#### Services

- Overnight Mail
- Advertising
- Business Services
- Professional Services



## Sales Tips

### Potential Tools to help you prioritize



Use ABC and 123 prioritization methodologies

#### ▪ Prioritized To Do Lists

TASK	Priority (A = High, B = Medium, C = Low) Sub-Priority (1 = High, 2 = Medium, 3 = Low)
Task 1	A1
Task 2	A2
Task 3	A3
Task 4	B1
Task 5	B2
Task 6	C1

#### ▪ Activity Logs

Time	Activity description	Duration	Value (\$K, \$M, \$B, or L)



## Training

American Express Historic Review
Consistently Implemented Over Time

**Launch of the Card**  
The company reinvented itself once again 50 years ago with the launch of the credit card. We have thousands of 'Charter members' to this day.



*Early Cardmembers included Elvis Presley and President Dwight D. Eisenhower.*



*Early card products*



*Inspiration for first card design*

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## Congratulations! You've Won!



### Congratulations, Cherrie!

You've won a complimentary Specialty Coffee Card from Starbucks (\$5 value)! To register for your card, go to:

<http://www.usapromotionalcards.com/coffee/amex/>

and complete the form using the following information:

**PIN Number:** BdYgNTMfKqNZ

**Batch Number:** 217 - 50

Thanks for visiting ESA.Amex360.com!



They span many topics and  
in Express Value, Pricing,  
ew to plastic industries. Look  
mex360.

including interactive training

[back to the top](#)

### Sales Tools

Below you will find quick reference tools for a variety of topics including pricing, franchise lists, objection

## VISIT OUR BOOTH

TELL US HOW ELSE WE CAN HELP YOU  
& REGISTER FOR AMEX 360Connect

**Logins to  
[connect.amex360.com](http://connect.amex360.com)  
Jan 25 – Feb 15  
will be entered to win  
an Apple iPad!**

