

Aviation Sales Consulting Company Launches Web Site

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Aviation Business Consultants International (ABCI) today announced the launch of a website for aviation sales consulting firm, Seabright Company.

"To date, our customers have come to us through word-of-mouth and through the sales techniques we teach. That is still the case today.

?We have found that people have changed the way they shop for B2B services and therefore, by leveraging this knowledge through the utilization of modern marketing and the newest lead generation systems, we are able to capitalize on these latest trends.

?We have worked with aviation marketing company ABCI in helping many clients generate more leads, and felt it was a natural fit to have them set up our website and the underlying customer relationship management software,? said President, Mark Leeper.

?We enjoy working with smart, forward-thinking clients that care deeply about their customers? experiences,? said Paula Williams of ABCI. ?There are a lot of great family companies in the aviation industry, and Seabright is one of them. Mark and Carolyn and their son Jeff are a pleasure to work with, and we know that their sales skills combined with the powerful marketing tools, will help them serve the industry in a much more efficient way.?

The new technology combines an adaptable WordPress web site with a SharpSpring marketing automation platform, so that Seabright can create, execute and measure the effectiveness of sales and marketing campaigns, including sophisticated inbound marketing and targeting techniques.

ABCI and Seabright have worked jointly with a wide range of clients in the aviation industry providing successful measured sales results.

About Seabright Company

Seabright, a business development company, started in 2000. Located in Scottsdale, AZ, Seabright specializes in lead generation, sales systems development and sales training. Seabright Company?s clients include Fortune 500 aviation companies, major trade associations, flight schools, software companies, FBOs and maintenance and management organizations.

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Aviation Business Consultants Intl. (ABCI)

ABCI helps companies sell more products and services in the Aviation industry. We work with charters, brokers, flight schools, MROs, component manufacturers, software, doctors, lawyers, insurance professionals and others.

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