

# 5 Ways to Meet Face-to-Face with Your Clients Without Wearing Pants

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There has been a lot of discussion regarding how to effectively communicate with **B-to-B (business-to-business)** clients versus **B-to-C (business-to-consumer)** clients. Folks argue that the communication styles should be different because the personalities are different. They argue that the respective products purchased are different. Even their buying behaviors are different.

But, how about this idea? **H-to-H or human-to-human contact?** Everyone is human. Yes, we all have our quirks, needs and wants, but do we really need to be communicated with differently depending on how, or what, we are purchasing?

Forget about the “**Golden Rule**” – that is, treat everyone how you would like to be treated. Instead focus on the “**Platinum Rule**” – treat others how they would like to be treated. The best way to determine the Platinum Rule with both B-to-B and B-to-C customers is face-to-face meetings.

But what if time and money makes face-to-face meetings difficult, or even impossible? How can you look into your client’s eyes and find the Platinum Rule? What ingenious and inexpensive, or even better, free technology is available to communicate face-to-face with clients without ever leaving your office chair, or wearing pants if you work from home?

We have done the research and have the answers for you. We give you:

## 5 Ways to Meet Face-to-Face with Your Clients Without Wearing Pants

1. **Skype.** All you need to get started is a webcam, a computer or portable device with a microphone and speakers, and an internet connection. Skype works on many devices. It is available on your computer, mobile device, tablet, TV, PlayStation gaming system and even your home phone. To sign up for your free Skype account go to [www.skype.com](http://www.skype.com)
2. **Google Hangouts.** Go live in front of a global audience, whether you're an aspiring artist, a global celebrity or a concerned citizen. Have voice and video conversations from your computer. Bring conversations to life with photos, emoji, and even group video calls. Connect with friends across computers, Android and Apple devices. It's free and installs in seconds. Go to [www.google.com/+/learnmore/](http://www.google.com/+/learnmore/)

3. **Apple Face Time.** With **FaceTime** for Mac, you can make video calls over Wi-Fi to someone else's **FaceTime**-enabled iPhone, iPad, iPod touch, or Mac. **FaceTime** is easy to set up on your Mac. All you need is an Apple ID and an email address and you're ready to roll. To start a video call with your best friend, just find her entry in the contacts list. **FaceTime** works perfectly with Contacts and Address Book so you don't have to enter your contacts from scratch. Click her phone number if you want to call her iPhone. To call her iPad, iPod touch, or Mac, use her email address. An invitation pops up on her screen. When she accepts, the video call begins. Whenever someone tries to reach you, the call rings through on every Mac you own even if **FaceTime** isn't running. So you never have to worry about making yourself available. If you don't want to receive calls, just turn **FaceTime** off in preferences. Go to [www.apple.com/mac/facetime](http://www.apple.com/mac/facetime) to download the free app.
  
5. **GoToMeeting.** HD video conferencing is a simple yet powerful way to collaborate in real time. It is an extremely simple, extraordinarily powerful way to hold unlimited online meetings with up to 25 attendees. Start a meeting and share your screen with just a click. Attendees can join from a Mac, PC, tablet or phone. Pricing starts at \$49.00/mo. Visit [www.gotomeeting.com](http://www.gotomeeting.com) for more details.
  
6. **WebEx.** This program combines file and presentation sharing with voice and HD video. You're free to meet anywhere, with anyone, at anytime. Use **WebEx** to:
  - Present dynamic online events and webinars
  - Deliver online training and eLearning experiences
  - Provide outstanding remote technical support
  - Build stronger relationships with in-person telepresence experiences delivered over the cloud
  - Share knowledge, experience and ideas across your organization

Plans are FREE for up to 3 people. One hundred person meetings start at \$89.00/mo. Visit [www.webex.com](http://www.webex.com) for details

Tell the gang at Clarke, Inc. thanks for the 411 by going to the next page.

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