

“Interchanges live website greeters provide us with actionable data in real time. When we requested a very specific delivery format for chat transcripts and related data, the Interchanges team adapted to provide for our real-time integration with our CRM, instant deployment to the right staff, and follow up workflows.

Live chat allows our clients and prospective clients an additional choice of how to communicate with us and get timely answers from our internal staff. The Interchanges team worked with us to optimize the effectiveness.”

*— Scott Donahy
Marketing Director, PiranhaFab*

“The team at Interchanges is one of my favorite high performing marketing partners capable of providing technical, web-based customer engagement. The CHAT feature will continue to expand customer acquisition and awareness for Palmer Hamilton. I am pleased with the results thus far and excited to know it will continue to grow.”

*— Kelly Kamlager
Director of Marketing, Palmer Hamilton*

"There is a strong reason why we have been partnering with Interchanges over other website chat solutions for multiple years now. The agents behind the conversations have proven to hold intelligible conversations with our prospective customers, which simply cannot be replaced by AI. These agents are quick to learn and adapt to each unique conversation, all while staying on script. I would recommend Interchanges to any organization that is looking to add an intelligent webchat presence to their website at a fair price."

*— Pat Stapf
Marketing Manager*

NELSON BRUTON

*Entrepreneur, Digital Marketer
and Lead Generation Expert*

DOUBLE YOUR QUOTE REQUESTS WITH LIVE CHAT

THE ULTIMATE GUIDE TO CONVERTING
YOUR B2B WEBSITE VISITORS
INTO MORE CUSTOMERS

Copyright © 2022

Nelson Bruton

Performance Publishing Group

McKinney, TX

All Worldwide Rights Reserved.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, electronic, mechanical, recorded, photocopied, or otherwise, without the prior written permission of the copyright owner, except by a reviewer who may quote brief passages in a review.

ISBN: 978-1-956914-41-2



Table Of Contents

INTRODUCTION	1
LIVE CHAT	5
MORE OPTIONS FOR CONVERSION	6
HESITANT TO TRY LIVE CHAT	7
CUSTOMER SERVICE.....	11
CHATBOTS VS. LIVE CHAT	11
IMPROVING CUSTOMER ENGAGEMENT	15
EASY CONVERSATIONS.....	17
PROACTIVELY ENGAGE	19
PROVIDE 24/7 SUPPORT	21
A TECHNICAL TOUCH.....	22
PROVIDE VALUABLE SUGGESTIONS	24
MARKETING.....	25
THE HUMAN ELEMENT	25

LEAD GENERATION.....	29
QUALIFICATION AND TIRE KICKERS.....	30
LIST BUILDING.....	32
IMPROVE YOUR SEO AND WEBSITE CONTENT ..	33
GUIDE YOUR VISITORS	35
RESPOND TO LEADS QUICKLY	36
WHAT'S NEXT	39
MY INVITATION TO YOU.....	41
ABOUT THE AUTHOR.....	45

Introduction

As a lead generation expert and president of a digital marketing agency for close to 20 years, I get a lot of questions about live chat. It seems most business owners are looking for a quick fix when it comes to their marketing and lead generation tactics, but with so many available options, a majority of them just don't know where to start. That's why I wrote this book. To highlight what we've discovered to be the easiest, fastest, and most effective way to **double quote requests for a B2B company**.

I've worked with companies across a variety of industries, from a manufacturer of

industrial vacuum trucks to a five-star tropical resort, a micro-turbine manufacturer, and many more, and in all my years there has never been a tool or strategy that has been as effective or consistent at generating quality leads as live chat. Other marketing experts and guru-types will tell you, you need to be doing search engine optimization (SEO) or pay-per-click (PPC) or you need to build a new website. These are certainly prerequisites for live chat – and I've helped my fair share of companies with SEO and PPC campaigns. Having a substantial volume of quality visitors is critical in any business.

While this may sound a bit corny, it is not too crazy to say, my whole life changed when my company made the decision to adopt live chat as our primary service and strategy. There are two reasons this helped us propel our company and our customers' leads to new levels. 1) We provide real humans 24/7 2) We honed in on our target market.

We'll discuss more about both of these topics later in this booklet.

Live Chat

Live chat has been around for quite a while – I’ve been providing 24/7 live chat to companies for close to 18 years – but there are still many questions and considerations for doing it correctly and maximizing business results. We like to believe we’ve developed “emerging best practices” for live chat implementation. If they were “best practices” the majority of companies deploying live chat would all be doing it the same way. However, many companies I talk with have tried live chat in the past and they weren’t very satisfied with the results.

When deployed correctly, live chat should be approached as an exciting and innovative lead generation initiative which immediately adds tremendous revenue opportunities into the top of the funnel. After reading this short booklet, you'll have learned how to implement a chat solution in your business giving you the best chance to attain the results which will take your company to the next level of sales growth.

MORE OPTIONS FOR CONVERSION

Did you know close to 95 percent of your website visitors leave without you knowing they were even there? In most cases, a website conversion would be defined as a visitor filling out a contact form on a website, or when a visitor calls the phone number on the website. Adding a live chat functionality provides your website with a third conversion tool.

WHY COMPANIES ARE HESITANT TO TRY LIVE CHAT

I'd like to address some of the most common reasons companies shy away from live chat. Most of the companies I sell to are B2B manufacturers so the first challenge they mention is "we don't sell to the end user" so chat won't work. Once I help them connect the dots their thought process changes dramatically. I help them understand the reality that they have tens of thousands of website visitors (sometimes more) already coming to their websites each month. Then, I educate them on the power of conversational marketing and that some people prefer to chat instead of calling or filling out a quote-form online. During that educational process, I help them understand that chat agents should not be trained to be product experts or sales specialists -- they are conversion experts. A quality chat agent will capture the name, phone number, email address, interest/need

of the visitor, the location, and sometimes other pertinent information. By design, this provides your company's distributors and/or your sales reps MORE opportunities to have these technical sales related conversations offline/in-person.

SIDE NOTE: We do offer a hybrid chat model for some of our customers in which pre-determined questions/topics are brought up by the visitor, our chat agents ask the website visitor if they'd like to be connected to one of our more technical team members. If the visitor says yes, we ask them if they have a couple minutes to stand by -- if they say yes -- we send a text/email alert. We'll discuss this more later on in this booklet in our 'technical touch' section.

Another common challenge I hear is this:

Some companies perceive – or in some cases – have experienced that they don't have the resources to staff a live chat window

on their website. This is especially true for small and medium sized businesses. The last thing you want to do as a company is have a live chat box on your website, have someone click on it to chat, and then they get a message saying “not currently online”. This can be very frustrating for your website visitor *who in their mind* was about to have a conversation with your company. Be sure you dedicate the appropriate team members on your end with very clear expectations of availability and response time. Alternatively, you can partner with a company that provides chat agents (real people) along with the chat software. I think I know a really good one ;-)

This brings up another common challenge or misconception I often hear when I’m talking to companies.

“How will an outsourced chat person be able to answer the technical questions about my company’s products, processes, and services?”

To which I respond, the chat agent does not necessarily need to be an expert at your company. Through proper script planning and leading the chat conversation with questions, a well-trained chat agent can accomplish the primary objective, which is **converting website visitors into sales opportunities**. The chat agent can find out who they are, where they are, what company they are with, and finally what we can help them with. Inevitably at some point during the chat, the visitor will ask a specific question about price, specifications, delivery time, etc. and that would be the chat agent's cue to say, "Great, let me have one of our experts get in touch with you." Would phone or email be best?"

***I am astonished by the
performance of the chat.***

— René Wagner | Marketing Manager North America

Customer Service

CHATBOTS VS. LIVE CHAT

With artificial intelligence on the rise, so too is the consumer's desire for instant gratification. So which chat software do most website visitors prefer, chatbots or live chat?

As businesses look to artificial intelligence to enhance customer service, it is increasingly difficult to find the right balance between automation and human support to deliver the service customers demand. One of the more prevalent tools marketers are looking to use is chatbots. With the ability to provide customers with instant responses, answer basic

questions and resolve complaints quickly, it is easy to see why chatbots are viewed as a tool that enhances the customer experience. Innovations like Facebook Messenger, Snapchat, WeChat and WhatsApp have contributed to making this a popular method of communication for many consumers.

While chatbots may seem like the way of the future, automated chats may not be all they are cracked up to be, at least in the eyes of the consumer.

Think of it this way: When you call a company, would you rather listen to an automated system that runs through a list of options or would you rather talk to a real person? I think we all know the answer. So why should it be any different on a website?

Try to recall a time when you used live chat on a website. How was the experience? Was there a live agent to help guide you, or did you end up in a dead end conversation –

once you realized it was a chatbot? This is where the differences between the chat software become clear. Live chat agents will proactively engage your website visitors, guide them throughout your website, steer them in the right direction and perhaps most importantly, provide a level of personal service for your potential customers.

Even at this point, few chatbots are capable of operating at the level necessary to provide a potential customer the help they need. At best, after a few years, your chat will have gained enough intelligence to consider some of the countless possible questions and conversation trees. At worst, with a chatbot, you'll have an interactive FAQ.

Improving chatbot capabilities' is still a work in progress. Having chatbots perceived as human during an interaction is the ultimate goal for artificial intelligence developers. The reason – people still prefer to engage with *real* people.

While chatbots can provide great value for companies with simple transactional products, they have no place in businesses where relationships matter. I've said it before and I'll say it again, "people prefer to buy from people". This especially holds true in the B2B marketing world where I spend most of my time.

"Adding Nelson and the chat team at Interchanges to our website has helped us increase customer satisfaction and sales. We had an automated chat bot prior to the human team Interchanges provides. When we launched the Interchanges team on our site, not only did we start getting more chat conversations taking place, but we also noticed the chat conversations were much higher quality. This has helped us deliver better service and sales response. Our customers choose us because we care about them. With the Interchanges team we have taken our customer care to an even higher level."

— Jim Glazer, President, Elliott Equipment

IMPROVING CUSTOMER ENGAGEMENT

Customer engagement is vital for any business. When thinking about customer engagement, you need to go beyond the typical level of service and support many customers have come to expect.

Your customers want to feel important. They want to feel like they matter to you. They may even want to feel like the most important person in the world, if only for a moment.

It needs to be clear you value your relationship with them and not just the money they spend at your business. You need to establish an emotional connection between your business and your customers.

In a traditional brick and mortar setup, this is simple. A level of personal touch can be easily achieved – a greeting at the door, the ability to answer their questions in real-time, and so on.

How can you translate that level of service and care over to your website?

Live chat has been around for quite a while – we've been providing 24/7 live chat for close to 20 years – but it is still an emerging best practice for many companies. If you're looking to improve customer engagement, live chat is a simple place to start.

Read here how we helped one of our customers improve their customer service in their parts/service department:

"After our first week with Nelson and the team at Interchanges, the chats came to myself and one other individual while we decided how to handle them as a company. We quickly realized that a lot of customers were looking for a quick and easy way to get through to our parts and service departments in large numbers. Our customer service reps use an online ticketing system already, so it was just a matter of adding the parts@barko.com and service@barko.com email addresses to the transcript distribution lists. Now, as the chats come in and the operator

labels it as a parts or service request, the transcript automatically generates a work ticket for the CSR. It's pretty seamless on our part. These guys understand business and how people in the 21st century prefer to communicate in alternative methods. I'd highly recommend taking them for a test drive."

— Andy Hanson, Business Development Manager, Barko

EASY CONVERSATIONS

You'll want to make it as easy as possible for your visitors to begin a chat conversation with your company. The vast majority of chat services require the website visitor to enter their name and email PRIOR to the chat starting. This can seriously affect the volume of chats you'll get. Yes, as a marketer, you obviously want the contact information of the visitor. However, it is much easier to get the contact information during the natural flow of a chat conversation. Unless you are getting way too many chats (a good problem to have in most companies), you'll want to

let the visitor begin a chat session without requiring them to commit any personal information up front.

How many times have you used live chat on a website and been asked to provide your email or phone number before you're allowed to start chatting? It's annoying, right?

Think of it this way -- If you were manning your trade show booth and you asked everyone who walked up for their contact information before saying hello.... You get the point; this would obviously be very annoying. As a business owner or marketing executive, you want the process to be as painless as possible for your customers. Remove the barrier to entry.

Any live chat function on your website should operate the same way.

All-to-often I see companies requiring their visitors to fill out their name and email ad-

dress BEFORE a chat starts on their website. If this is you, you're welcome, I just provided you with a very simple marketing test that will likely yield a significant increase in chat volume and sales opportunities.

PROACTIVELY ENGAGE

The more conversations that get started on your website, the more sales opportunities you'll see coming through chat. One of the best practices we've observed is proactive-chat. If you want maximum engagement, don't put a chat button on your website that requires visitors to click to engage. Set up a chat service where you proactively open a chat dialogue box for every visitor. Think of it this way, proactively engaging your website visitors is the equivalent of a company representative greeting a passerby at a trade show booth and asking, "May I help you with something?"

This means your chat window should automatically open up after a predetermined amount of time. Our general rule is 15-20 seconds if the average time-on-site is under 3 minutes. If it is over 4 and a half minutes, we open the chat window after 50 seconds. If the visitors are staying on the site and navigating around for a while, then let's not interrupt them too quickly.

Proactively engage your website visitors with a call to action such as "Welcome, how may I help you today?", and then let the conversation happen quickly and easily. A well-trained chat agent will be able to capture the contact info during the conversation.

Proactive chat, in our testing over the years, has yielded 3X to 5X as many chat conversations starting compared to a "reactive" chat button/icon that visitors have to click to start a chat.

PROVIDE 24/7 SUPPORT

Depending on where in the world your customers are located, staffing your chat solution during standard business hours may not be enough. It is called “Live” Chat after all. For a significant improvement with live chat, you need to offer a 24/7 service. In fact, 20% to 30% of our customers’ chats come in outside of their normal business hours. If you’re only staffing your chat during your business hours, this could mean you’re missing out on a decent amount of sales opportunities.

Even if you don’t have an international customer base, think about how often your customers may do research while they are traveling for work. Perhaps they have their phones, computer, or tablet with them each evening on the couch?

Maybe they wake up at 4am to get their day started.

I understand this may not be feasible for every business. If you cannot keep your chat team online 24/7, then be sure to include your chat hours clearly on the chat window itself. You could also include an offline form to help with conversions. Your best option of course, is to partner with a company who provides professional chat agents 24/7. Any company come to mind? ;-)

Today, customers have unlimited options at their fingertips. To gain their trust and turn them into a customer for life, you need to prove you are dedicated to their needs and engage with them every step of the way. Incorporating live chat into your digital strategy is a great place to start.

A TECHNICAL TOUCH

We've already touched on the benefits of a live chat agent over a chatbot. However, there may be times when you want to take

your level of customer service a step further during your normal business hours.

Maybe you have a current customer engaging via live chat. They may request to chat with an account manager they are comfortable dealing with. Or, maybe there is a prospect who has a more technical question for a member of your sales team or your parts and service team..

A quality chat software should allow you to transfer a chat to a member of your team in real-time, bringing your team and your live chat operators together as a virtual sales team.

The moment there's a query that requires your sales expert's assistance, your team can quickly take over the chat from the chat operator and respond. The transition is completely seamless so the visitor never faces any delay.

PROVIDE VALUABLE SUGGESTIONS

Today, most live chat software available can store tons of information about customers or visitors. If it is a returning customer, this information might include the visitor's name, location and the company they work for. Your chat agent might also have access to previous chat transcripts. This information can be used in offering customers valuable services and suggestions based on their former information stored and history. Your customers will appreciate the fact that they don't have to repeat their previous problems to newly assigned chat agents.

Marketing

THE HUMAN ELEMENT

If there is anything I've learned in all my years, in the B2B sales and marketing environment, one thing remains constant — people like to do business with people.

Trade shows have become a key component of our marketing strategy at Interchanges. In the digital age, it may seem strange for a trade show to serve as a crucial aspect of a marketing strategy, but what I've found is people crave the human connection. A trade show provides the perfect opportunity to add a human element to your brand and build trust with potential customers.

Why should your website be any different?

Think about the trade shows you exhibit at. You most definitely (or hopefully) keep at least one person in your booth to greet the thousands of people who walk by right? Rest assured, if you didn't have someone in your booth, you'd bring in far fewer sales opportunities.

Now, here's the parallel. You have thousands (sometimes tens of thousands) of people visiting your website every month. Your website is essentially an online trade show booth. Today, your visitors can call your phone number or fill out a contact form or quote request form somewhere on your website. Based on our almost 20 years of experience, you're missing a huge amount of people who come and go — without taking any action on your website.

Solution: Add a human-powered live chat to your website to welcome every visitor and

ask how you can help them. In doing so, you'll find that a large segment of your visitors will be pleasantly surprised if there is someone there to help them while they are in their research mode on your website.

You can readily expect to observe a 50% up to a 200% increase in viable sales leads.

Adding a human element to your website is a simple concept that yields incredibly powerful results.

Here are a couple of additional ways adding live chat to your website can support your marketing efforts.

Lead Generation

In a world where website visitors are growing increasingly impatient, companies have the difficult task of promoting complex products and services online. What makes website live chat a lead generation strategy worth adopting?

For many companies, the search for a consistent strategy to generate leads can feel like a never-ending quest. Unfortunately, there is no such thing as a one-size fits all strategy. Live chat has a strong reputation as a customer support tool. However, when deployed correctly, it can quickly become your most effective strategy for generating leads,

no matter what industry your business falls under.

Here is how live chat can aid your business in its quest to generate more leads online.

“Live chat is dominating lead generation for our company. It’s an incredible service and a no-brainer for anyone that wants to get more opportunity from the visitors they already have coming to their website.”

— Ryan Rendfrey, Marketing Specialist,
Polymer Solutions International, Inc.,

QUALIFICATION AND TIRE KICKERS

Many companies I talk with tell me they get a lot of unqualified leads through their contact forms/quote request forms. This is one area where live chat can provide value AND an area where outsourcing a dedicated live chat team can provide even more value. You’ve learned thus far that proactively starting chats gets more chats to happen. You’ve also learned that letting the chat

happen easily without requiring contact info from the visitor gets more chats to happen. If your chat agent is your employee and they are having real time conversations with your visitors, they are going to spend time on some non-qualified chats, or in our world, “non-meaningful chats” These could be tire-kickers or vendors or college students doing research papers. Most companies would prefer their customer support/inside sales employees not waste time on these chats.. The challenge lies in the fact that the chat agent won’t know it’s a non-meaningful chat until the chat is well underway. For this reason, having an outsourced chat team makes a lot of sense. A high quality chat team provider will have all these chats, but they won’t even send them to your company, nor will your company get charged for them. This is definitely something to consider when deciding between staffing the chat

with your employees and hiring a chat solution provider.

LIST BUILDING

There are several ways to increase your contact base for email marketing. The most common is through a contact form on your website or a newsletter signup form, but one of the most effective is using live chat.

There are a couple of different ways your chat function can go about collecting emails. Most people are familiar with the first option - having to enter your email in a pre-chat survey in order to even start the conversation. This is one of the more frustrating aspects of live chat, and based on observed decreases in chat usage when deployed, one I would highly recommend against.

The other, preferred option, is to train your chat agents to ask for the visitors' contact information within the flow of the chat. Your

chat agents should wait for the visitor to ask a pointed question and then simply say, “I’m not the best person to answer this, but let me have one of our experts follow-up. May I please have your email address?”

It’s that simple. From there, your sales team will likely have the first crack at it, assuming it is a sales lead. However, you can also add the visitor’s contact information to your CRM and/or your email marketing automation system. This way, if your sales team did not put them into their immediate sales pipeline, you are staying top-of-mind with your visitor with quality content over time.

IMPROVE YOUR SEO AND WEBSITE CONTENT

Another benefit of live chat for your marketing? Search engine optimization (SEO).

Live chat interactions are recorded as transcripts, giving you a full breakdown of cus-

tomers' questions, comments and complaints. These transcripts are obviously great for you and your sales team in terms of sales lead follow-up. Here's how they help with SEO:

Studying these will give you a glimpse into what types of questions your customers are asking - and the language -- a.k.a keywords -- they use when asking them.. What information do customers struggle to find on your site as it stands? What features do they find annoying and which do they want to see? Is your site missing certain products or services promised in your search engine result?

As you observe certain chat transcripts, use them to take steps to fix all performance-related issues and maximize overall relevance, keyword usage and density, and your site will deliver a better user experience. Over time, your domain will climb the search engine rankings and build authority.

You can also use information gathered from your live chat interactions to enhance your FAQ pages, and specific website pages, giving you extra keyword opportunities. Phrase your questions as search terms people are likely to input to increase your site's relevance. You may even need to add some website pages.

Sure, this takes an extra level of discipline. Our most successful clients establish a key person to monitor the chats and look for opportunities to use the findings in the conversations.

GUIDE YOUR VISITORS

Is your website in need of an update? Is your company complex and does it have complicated navigation? Instead of having visitors aimlessly click throughout your website desperately searching for the information they desire, a live chat agent can provide your visitor with personal attention and help them

navigate the website to quickly find what they are looking for. When our clients are thinking about rebuilding their website, we often suggest to them to look for chats where we've helped a visitor navigate or for chats where visitors have asked about something consistently and perhaps a page should exist to provide answers and additional information. Live chat can be a great strategy to deploy whether you have a new website or if you're planning to design a new one.

RESPOND TO LEADS QUICKLY

Lead response time is the length of time it takes for businesses to follow up with leads after they've been contacted by the prospects from either inbound or outbound channels.

A now infamous Harvard Business Review lead response study from 2010 found the average lead response time was 42 hours.

Unfortunately, most businesses underestimate the power of responding quickly. If you take too much time to respond to your leads, chances are they've already sought out your competitors before you even know it.

Live chat offers the ability to integrate lead distribution through your CRM so the lead reaches the right department in real time.

If a prospect came through live chat, chances are they are ready to convert. By getting your live chat leads into the right department as quickly as possible you will improve your chances of conversion and ultimately generate ROI.

What's Next?

I truly hope you are starting to see the value of live chat as a customer service, marketing and lead generation strategy for your business. In my experience, however, just learning and reading the material is only the first step. It's a great start, but if you want to succeed, your actions are what count.

Let's recap. We started by learning a couple of the reasons why businesses are hesitant to try live chat. Either you do not have the personnel to deploy a chat team, or you do not think an outsourced team can answer all the technical questions about your business.

Next, we went into the difference between a chat bot and human-powered live chat and how the latter is better for customer engagement for B2B companies.

We discussed how the one-two punch of proactive chat + easy conversation starts can increase the number of chats you get.

Then we covered how an often overlooked aspect of live chat is how it helps support your marketing efforts; from list building to search engine optimization to website content.

Finally, you learned how to leverage live chat as a lead generation tool. Remember, almost 95 percent of your website visitors are leaving your website without you even knowing they were there? Imagine how your business would grow if an extra one to three percent of your visitors turned into new business.

Beware of that little voice in your head saying something like, “a chat agent can’t relate

to our customers.” , “I don’t have time to train an entire chat team.” Notice who’s doing the talking here, the conditioned mind, that’s who! Remember, only you can keep you in your comfort zone. If you were aware of the benefits of live chat, you would have implemented it by now, trust this 18-year live chat veteran. Take a chance, deploy live chat on your website and see your life and business transform for the better!

MY INVITATION TO YOU

I’m truly blessed to have been in this industry for as long as I have. I’m thrilled to have helped thousands of companies transform their business quickly and permanently with the help of live chat. I have no doubt the type of impact a strategy like this could have on your business.

However, maybe you are still feeling a little hesitant (although if you’ve read this far, I can’t imagine why you would be). That is

why I invite you to try it for yourself - for FREE. That's right. I'm so confident in the results live chat will deliver for your business, I would like to offer you a one-month free trial - no strings attached.

In just 30 days, you will see first-hand the transformative power of live chat. Whatever may have been holding you back from trying live chat in the past, or whatever bad taste previous chat providers have left in your mouth, you will have long forgotten by the end of the trial.

If you aren't 100 percent ecstatic by the results in the first 30 days, then simply remove the chat from your website, no questions asked. That's right, it's guaranteed so you have nothing to lose and everything to gain.

I believe you can do this! It's your time to take action now! Thank you for spending time with me. I wish you and your business exceptional success. I look forward to speak-

ing with you soon and can't wait to see what live chat does for you and your business.

For more information on Nelson Bruton and his company, Interchanges, go to www.interchanges.com or call 904-625-0044. Inquiries can also be sent to nelson@interchanges.com.

About The Author

Nelson Bruton is a dynamic internet marketing professional and B2B sales growth professional. As an experienced business leader for over 18 years, he regularly speaks at industry specific trade shows and conferences sharing value and key insights on how companies can leverage marketing technology to dramatically increase leads and sales. Highly energetic, always positive and results-driven, Nelson helps companies succeed with critical thinking and creative strategies.. He has a genuine desire to make an impact on his clients' businesses, as well the lives of all those around him.

*Nelson is a graduate of University of Georgia.
He resides in Jacksonville, FL with his amazing wife, Shannon and his awesome son, J.P.*