

Selling online to industrial buyers overseas

In a tough economy, businesses are seeking new channels for their products. Industrial suppliers can find a willing marketplace online, but they need to consider their potential clients' needs when designing their websites.

By [Karen E. Klein](#) 25 Aug 2008

The state of the US economy has hit many small businesses hard. Some of them could stem the damage selling in international markets, but many don't know how to open their doors to overseas buyers. Linda Rigano, director of strategic alliances at ThomasNet, teaches small industrial supply firms how to overhaul their online marketing strategies. ThomasNet, formerly the Thomas Register, has a website that connects industrial buyers and sellers worldwide.

Rigano outlined some of her online marketing tips recently for *Business Week's* Smart Answers - read the edited excerpts of their conversation [here](#).

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