

## Website and App Design and Development Consultants



**Ryan Turner**  
Co-Founder  
3PRIME LLC

**CEOCFO:** *Mr. Turner, your websites states, “We are the best web partner you will ever have”. Would you explain?*

**Mr. Turner:** The idea of a homepage hero statement is to make an impression on somebody that is seeing your website for the first time. When considering what we wanted people to think of if they were a first time visitor, we wanted to position ourselves as a resource and as a partner to the people that found us or were referred to us. So far, it has been well received.

**CEOCFO:** *How do you work as a partner as opposed to just another company that provides a service?*

**Mr. Turner:** That has to do with the types of people we work with. We work directly with a lot of businesses but we also work with other agencies. Agencies need partners that are not just going to treat them as clients. When you work with other businesses, your B2B relationship is often what somebody considered a vendor or outsourcing. Positioning ourselves as a partner for other agencies enables them to build a more trusting relationship in which they are not so much worried that we are going to go after their clients and instead look towards the long-term. That has been extremely successful on the agency side. As far as direct to other businesses, the way that it matters most is that we set them up for their initial need with what they are talking about today. We educate them towards the fact that we are going to be here to support them for their next online marketing initiative. It is not necessarily that we are trying to sell them on a larger package or related services; it is much more about building that long-term relationship. The term partner applies well there. Another way to consider it is somebody approaches us for a website and they may not initially consider that we can help them write their emails or design their logo. Those are all the types of things where we try to open up new conversations.

**CEOCFO:** *Do you find that companies are looking to get more services from one source rather than having a bunch of contacts?*

**Mr. Turner:** I think, at its roots, most small businesses and even larger corporations need to have that one point of contact. If anything, it is getting clearer as time goes by. It is going to be a matter of how we enable our staff to be that point of contact without being direct owners of the company and to be able to give the people we are speaking with that same trust without necessarily having every conversation with Cornel or I, the two owners, managing each conversation.

**CEOCFO:** *Do you know intuitively who might be the right choice to represent your company?*

**Mr. Turner:** You can get a sense for that initially but we always need to try to have prospective employees perform some relevant work and see how they communicate and perform. That is usually where we will start in the hiring process.

**CEOCFO:** *Which types of business tend to turn to you?*

**Mr. Turner:** It is a broad variety. We work with what people refer to as mom and pops, very small businesses or sole proprietors. We also work with more small to medium size that have a small staff as well as maybe some outside people. We have also worked with very large corporations like Oracle and AMD and some of those are still clients of ours. In each of those situations, it really is a matter of considering what they are going after. Some large corporations and departments have big needs perhaps but they may have a great deal of trouble structuring that relationship with somebody outside. Our sweet spots are small businesses that have staff but do not have their own marketing department because then we are working with the sales manager or the owner and we are helping them to implement their vision and follow through.

**CEOCFO: What elements go into creating a solution for a client? What needs to be taken into account that others may not realize is relevant?**

**Mr. Turner:** The first step in producing a valuable web solution is identifying the goals. Once you have identified the goals of the discussion then you start to outline the appropriate roadmap to a great solution. You decide what is going to answer the more immediate needs and what is going to lay a foundation for expansion. We like to position our work so that if the desired outcome is achieved, we are positioned to expand on initial success. If you consider a website for example, you can start something small as long as it is built well enough that if you gain top ranking on Google and you want to build on that, that you will not have to start all over again. As far as elements of the solution, it does vary dramatically but our general philosophy is to make sure that businesses have a clear understanding of what they are actually trying to achieve, which sometimes will send the conversation to a very different direction from where it started. We learned over a decade ago that if you do not put scope in writing, people will have wildly varying opinions on what they bought. That is certainly true for websites but it can also be a concern as far as marketing. People think oh I paid for this; I am going to be top of Google. That can be a very dangerous assumption. You want to make sure that you have clarified the responsibility that we are taking on as well as the client's responsibility.

**CEOCFO: Do you find that many companies, particularly smaller ones, have unrealistic expectations?**

**Mr. Turner:** In general, most people are realistic. By the time somebody has spoken to us, they have either seen our website or they have been referred by somebody else. I would expect that companies that buy leads or pay for advertising might give you a different answer to that question. We do not do either of those things. I think we are getting people a little further down the funnel because they are either finding us because of our rankings on Google, so they have already done some research, or they have spoken to several on the same day and gotten a sense for what they should focus on. Perhaps they have spoken to one of our partners or somebody that has worked with us and have already gotten answers to some of their questions. When we are initially speaking to people, they usually have a reasonably sound expectation for the amount of effort that goes into something. Sometimes they can be surprised by how straightforward certain solutions can be. That is a matter of getting them to clarify their goals.

**"If you are trying to develop a relationship with a team that will help manage your websites, online profiles and web assets and make them more effective and valuable and help you to better understand them, then we are a great company to work with." - Ryan Turner**

**CEOCFO: Would you tell us more about the relationships with your partners?**

**Mr. Turner:** Great business relationships are built on our ability to communicate effectively, to explain complex ideas in terms our audience can digest and respond to. Where that started was associates at other agencies would come to us with questions and they found the answers that we were giving them were valuable and supported their positions with their clients. If you have an answer to something, very often people will say that sounds great and ask if you will go ahead and take care of that. Most of these start in the same place, somebody has either heard of us or maybe somebody that worked with us will ask us to get involved in an aspect of a project where they need more firepower. It starts with the initial project and you build on that. That just comes as an outgrowth of expertise. If you are primarily good at selling things, you are not going to develop that level of relationship with folks responsible for outcomes. As we continue to be a valuable resource, then you can build that trust in the relationship with somebody who is reselling what you are doing.

**CEOCFO: How is business?**

**Mr. Turner:** My partner and I are both in the little kid phase of our lives. It's a challenge to balance work and family but this year for us is all about staff development, so we are trying to increase the number of people that are here and increase their experience and confidence so that they can take a greater responsibility. We can spend more time doing business development or management as opposed to directly performing our core competencies, which has been the pattern for most of our time in business. I'd describe it as a train we used to have to pull. Now this train is in consistent motion and we can focus more on the rail ahead.

**CEOCFO: Is it hard to give up some of the control?**

**Mr. Turner:** Yes.

**CEOCFO: How are you meeting the challenge of growth where you need to allow others to do what you have done?**

**Mr. Turner:** The biggest thing is letting them know that they are supported and that it is ok to make a mistake.

**CEOCFO: *Why choose 3PRIME?***

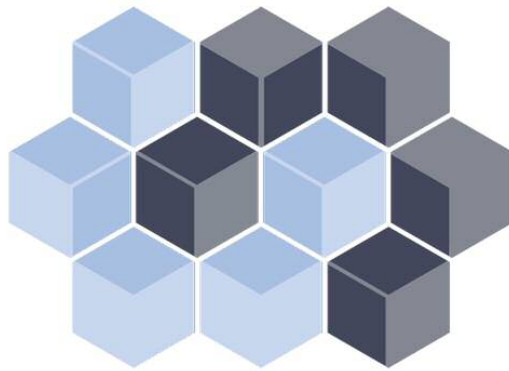
**Mr. Turner:** If you simply want to buy something then move on your way, we are not the company for you. If you are trying to develop a relationship with a team that will help manage your websites, online profiles and web assets and make them more effective and valuable and help you to better understand them, then we are a great company to work with. It is a fast-moving landscape what we do. The solutions that we are providing now are not what we were doing three years ago and what we are doing three years from now will probably be quite a bit different from what we are doing now. If somebody is not interested in that sort of relationship, we will probably not pursue their business because it is not a relationship that we want to develop.

**CEOCFO: *Final thoughts?***

**Mr. Turner:** We had a milestone this week. We recently expanded our office and spent a bunch of time and money getting our expanded space set up. Some of that has to do with needing more space for more people but also to take on a larger role to be able to start offering onsite training or hosting seminars. We hosted an event this Wednesday with about twenty people and it was inspiring to see it all come together. It was a couple months work to get this space set up. It is more like eleven years have gone into figuring out who we are, where we are going and who we work with and discovering some of our best opportunities.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

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# **3PRIME**

**WEB SOLUTIONS**

## **3PRIME LLC**

**For more information visit:  
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