

The Cupid of B2B: Online 'Matchmaker,' VendorSeek.com, Heartens Lasting Business Relationships

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Mt. Laurel, N.J., February 1, 2008 -- VendorSeek, the business-to-business matchmaker, inspires love connections between buyers and vendors. The southern New Jersey-based company diligently assesses criteria and attributes in order to propose up to five vendors to buyers. Mochanin, a Web design and marketing company, and Bobcat of North Jersey and Mid Hudson, a compact equipment supplier, take pleasure in their harmonious match made through VendorSeek.

Founder, Ken Wisniewski, created the cupid-like business. "I envisioned a better way to facilitate the affiliations assembled in the business-to-business community," remembers Wisniewski. "Yes, our service is great for both the buyer and vendor in regards to time saved and the ability to focus on other business matters, but I wanted VendorSeek to offer more than that. Our company seeks to unite two businesses, so they may engage in a lasting and mutually-beneficial business courtship."

Buyers appreciate having a service like VendorSeek to align them with qualified providers rather than partaking in the frustrating and time-consuming search themselves. "We needed a Web design company to help us orchestrate our site," offers Patrick Ryan of njbobcat.com. "Mochanin was one of the vendors presented to us. We were attracted to them immediately. They gave excellent examples of their work, and took the time to openly communicate with us about possibilities. Mochanin was a great fit; we were quickly ready for a big commitment."

Buyers place quotes specifying the exact services they desire, producing quality lead opportunities for vendors. Jim Truong, of mochanin.com, likes foregoing the lengthy process of exploring for buyers. "Patrick knew exactly what he wanted," relates Truong. "He wished to target the local market, and to do it better than his competition. He needed a service provider to aid him in realizing his goals through his Web site."

Do the relationships built through VendorSeek, 'the business matchmaker,' last? Patrick Ryan and Jim Truong have strengthened their business pairing throughout the past year. "I communicate regularly with representatives of Bobcat of North Jersey and Mid-Hudson," offers Truong. "They are happy with our service and we plan to help them expand on their marketing campaign." Ryan has no question about Mochanin's ability to continue to make the union mutually advantageous. "They do a great job for us, they help add to our company's success," narrates Ryan. "We appreciate the business relationship we have with them."

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The VendorSeek Web site, found at www.vendorseek.com, enables buyers to get free quotes and qualified vendors to join the system. The site offers articles inspiring smart business decisions through their Industry Experts section.

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