

# How This CEO Listened to a Customer and Hired Her...

Prebiotin debuts remodeled website and Cyber Monday Special



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HARRISBURG, Pa., Nov. 28, 2016 /PRNewswire/ -- It was a Monday in January 2016, at Prebiotin when CEO Ron Walborn Jr. called back a new customer who had trouble ordering his prebiotic fiber product online over the weekend.

Little did he know that the conversation would change the Prebiotin website and many other aspects of the business this year.

Prebiotin's website remodel reveal is set for Cyber Monday, November 28, 2016, and emphasizes stories and solutions, rather than simply science and sales. Changes include the home page, checkout procedures, product choice information, a new "About Us" page, testimonials, and implementation of mega-navigation.

To celebrate, Prebiotin is promoting a "Santa's Stick Pack Special" which offers a Cyber Monday Only, Buy One 2g Box, Get One 2g Box Free, of Prebiotin's premiere prebiotic fiber, in convenient take-anywhere stick packs.

"As I found out more about my Director of Marketing and Public Relations, Anne Mercer Larson, I became intrigued with her experience in health care, strategic planning, marketing, and public relations, along with her valuable insights.

"When I asked her if she had a 'web presence,' she laughed," Walborn relates. Larson explained to Walborn that she wasn't looking for a job, and was semi-retired, helping authors with their books.

But, she did take the time and initiative the following morning to write an email thanking him for his time, and detailing how Prebiotin could and should improve customer service. That was just the beginning.

When Walborn asked what Larson thought she could do for Prebiotin, she responded, "Touch everything in the company." A tall order, but that's exactly what has happened since March 1, 2016, when Larson began working as a consultant from her home in California. Prebiotin is headquartered in Pennsylvania.

"The perceived benefits of working from home have enabled me to hire top talent with no local geographic limits... The benefits to *me* have far outweighed the hassles," according to Kevin Kruse in a 2012 Forbes article.

Prebiotin CEO Walborn agrees. In fact, Walborn's Director of Sales, Greg Cooper, is based in Arizona, so he is accustomed to that model. Modern technology makes geographical separation a growing option and fairly problem-free.

"Being retired is not where it's at for me. I knew something was missing," says Larson. She recommends not thinking you are done contributing, just because you are 'seasoned.' Working with such a visionary company and team to help bring healing and health to as many people as possible has re-energized Larson.

According to an article in *Entrepreneur Magazine*, older, more experienced workers are honest, responsible, dependable, loyal, focused, organized and mature, and bring many added benefits, including potential savings to your company in time and money.

"The timing was perfect," says Walborn, "with the explosion of information about the microbiome, and all of the benefits of a shift from treating gut imbalance with drugs, to prevention and healing with good food and natural supplements, we are positioned as the leader in prebiotics."

Prebiotin is involved in several scientific studies right now, two of them funded by the NIH, National Institutes of Health. Research validation for their OEI oligofructose-enriched-inulin prebiotic fiber goes back twenty-five years.

Jackson GI Medical/Prebiotin was founded by visionary prebiotic pioneer, Dr. Frank Jackson, in 2008, and is dedicated to the responsible development and marketing of medically credible nutritional supplements backed by third-party research. Located in Harrisburg, Pa. the company can be reached at 855-466-3488 or online at [www.prebiotin.com](http://www.prebiotin.com).

Contact: **Anne Mercer Larson**  
**Prebiotin Director of Marketing and Public Relations**  
**Phone: 855-466-3488**  
**Email: [anne@jacksongi.com](mailto:anne@jacksongi.com)**  
**PO Box 840 Camp Hill, PA 17011**  
**<http://www.prebiotin.com>**