

# THE NEW ERA OF SALES



Get qualified leads faster and surpass buyer expectations.

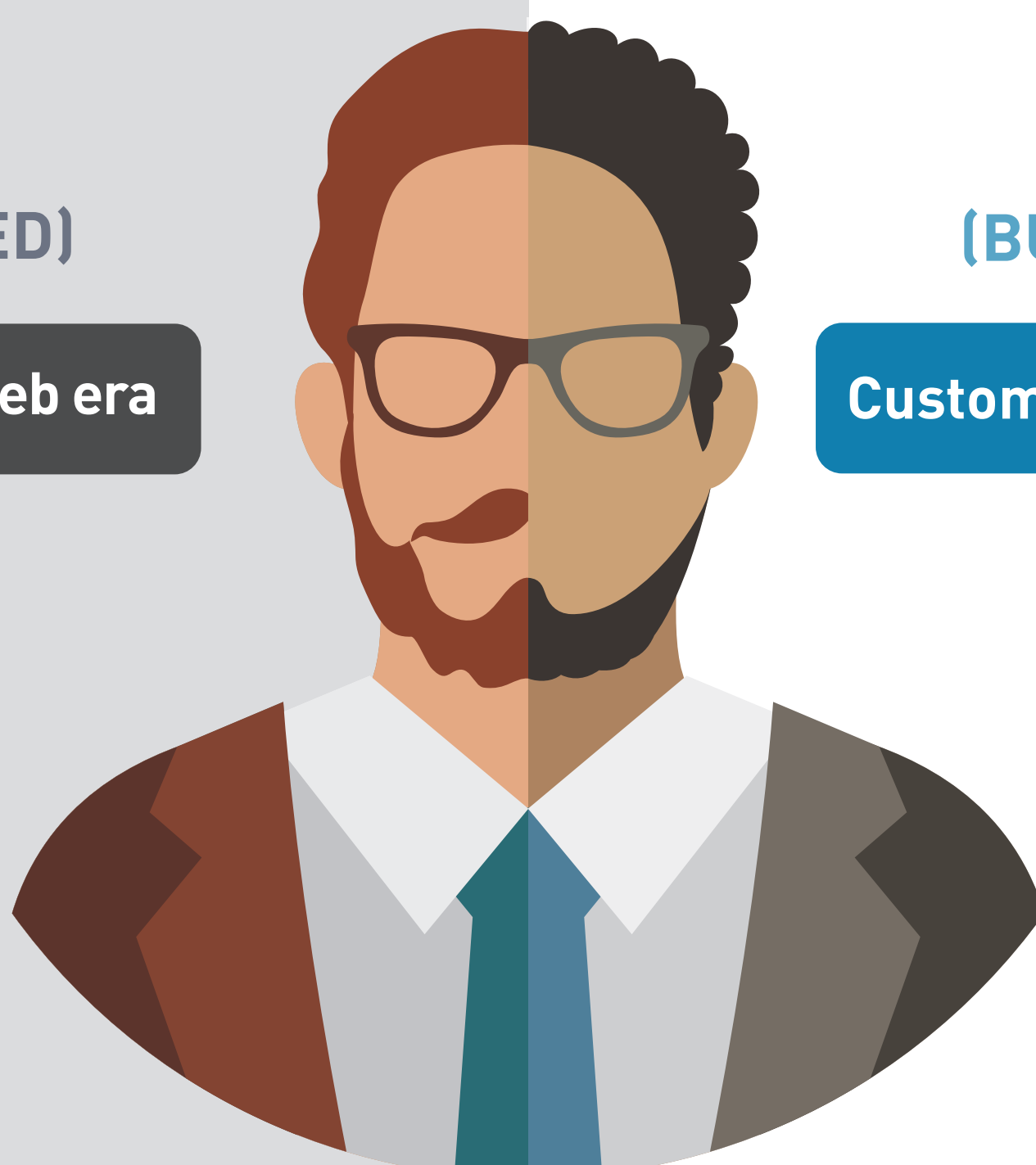
## OLD

(SALES EMPOWERED)

Product-focused pre-web era

Linear, generic customer journey

Strategy: interrupt pitch, close



## NEW

(BUYER EMPOWERED)

Customer-focused digital era

Fluid, personalized customer journey

Strategy: listen, diagnose, prescribe

### IDENTIFY

#### STRANGERS

Unaware of which buyers are active in a customer journey

Purchase mailing lists, blast generic information, reach out to non-targeted groups



#### LEADS

Target buyers who are already active in a customer journey

Leads have already visited your website, filled out a form, or opened an email

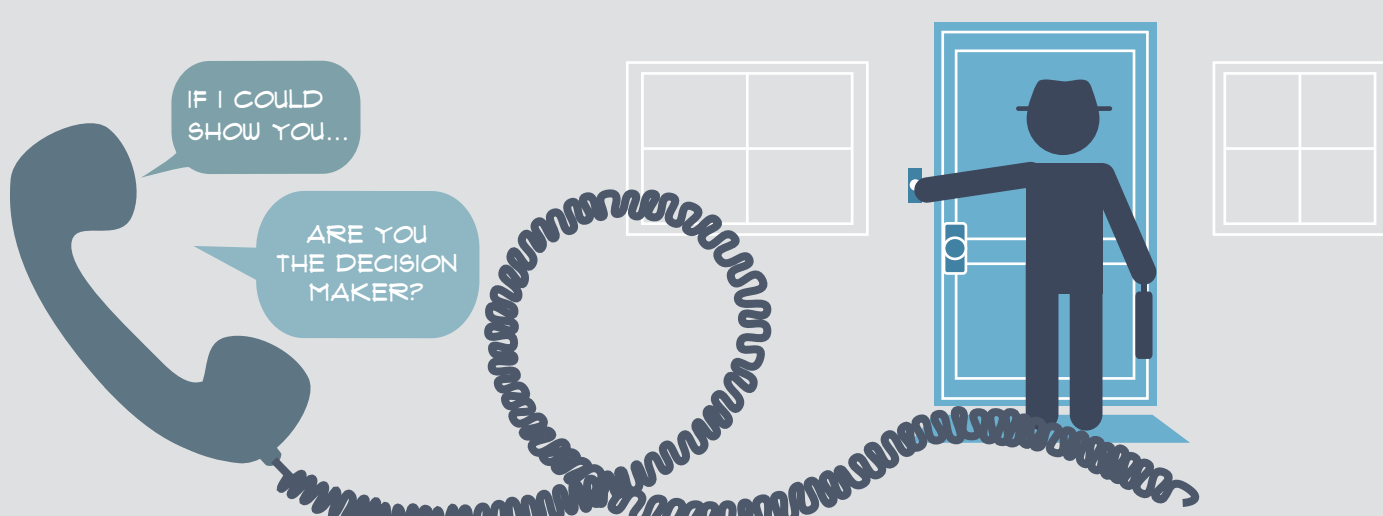


### CONNECT

#### LEADS

Cold outreach: lead with a generic elevator pitch to qualify a budget

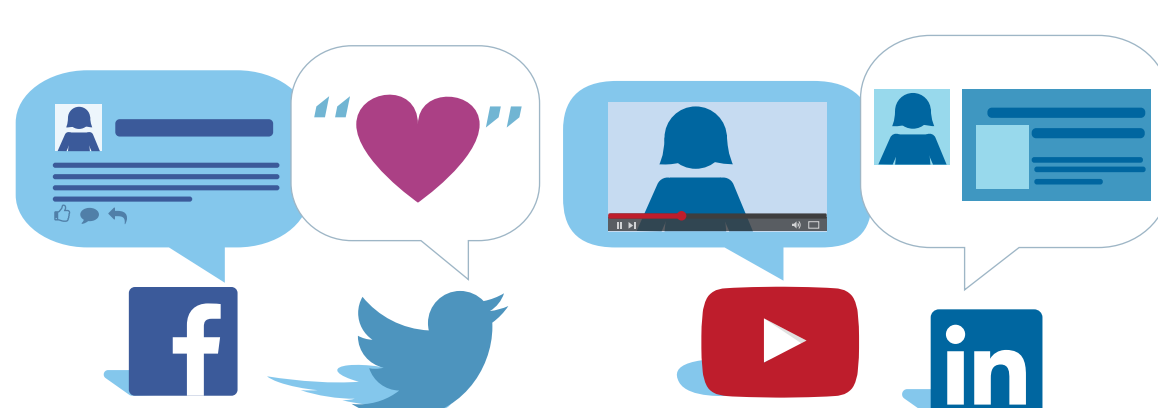
Lead intelligence limited by wide, unspecified reach  
(Tactics include: cold calling, email blasts, knocking on every door)



#### QUALIFIED LEADS

Build trust: lead with personalized messaging and strategy based on buyer's interests

Use lead intelligence from previous contact: what did they see, where did they go? (Tactics include: building trust via relevant blog posts, social media, personalized content)



### EXPLORE

#### QUALIFIED LEADS

Transition to presentation mode when a buyer expresses interest

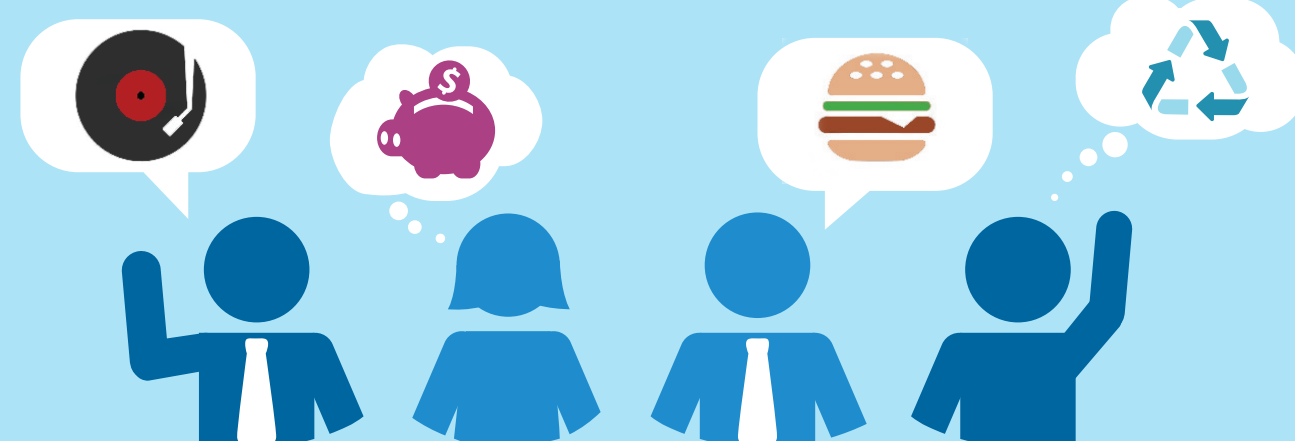
Generic presentation and information distribution to any and all who expressed interest



#### OPPORTUNITIES

Transition to exploration mode when a buyer expresses interest

Leverage buyer's interest with exploratory conversations, uncover buyer's goals

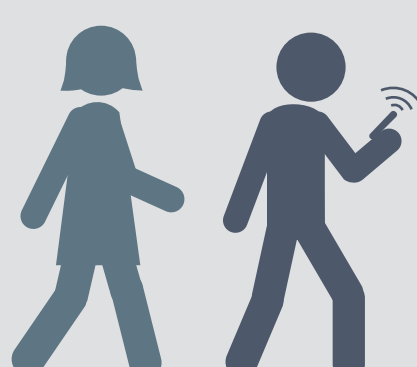


### ADVISE

#### OPPORTUNITIES

Deliver same content every time and offer discounts to move buyers to seller's timeline

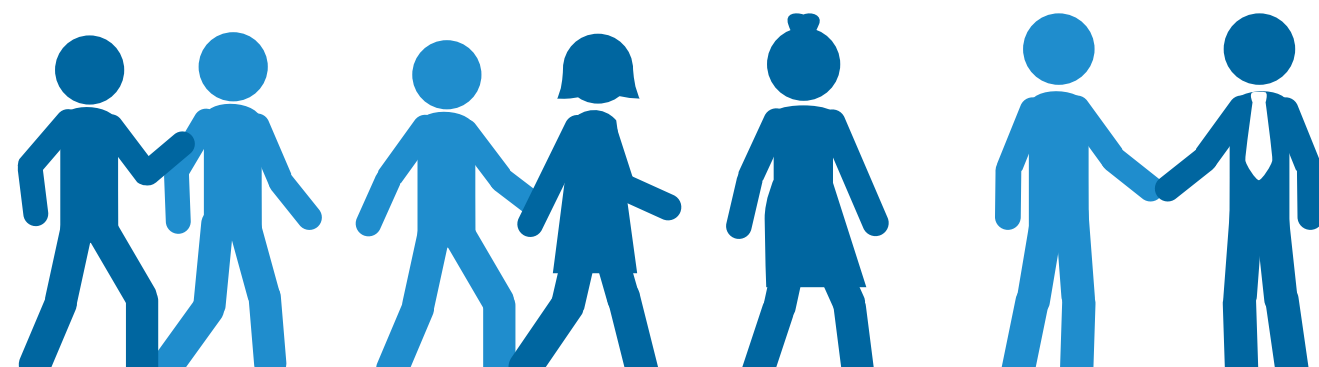
Once a buyer has purchased, the relationship ends



#### LOYAL CUSTOMERS

Personalize content to each buyer and adjust sales process to buyer's timeline

Become the trusted advisor by continuing to share information post-sale, so the customer becomes a promoter



### NEW GOALS



#### LISTEN:

Learn about your typical customer and their interests through inbound marketing intelligence gathering, so you can best meet their needs.



#### DIAGNOSE:

Tailor what you offer to your customer's interests. Effectively use marketing leads gained through website visits, email opens and completed forms.



#### PRESCRIBE:

Become your customer's solution-finder by becoming a trusted advisor and adding value.