



PERSONALIZATION

It's the trendy buzzword for sales influencers these days, but the truth is there's nothing new or trendy about personalizing your marketing and sales outreach.

Top performers have been doing this since the dawn of selling. Good marketing and sales are human-to-human interactions. Take time to get to know your prospect, and tailor your message to really help them.

It doesn't matter *what* you're selling, you'll see stronger results if you put the buyer at the center of your pitch.

Does anyone really care about your list of features and benefits? No! They want to know how you can solve their problems, strengthen their business, and make life a little (or a lot!) easier. That's putting the buyer at the center.

Buyers are more willing to listen if they see you took the time to get to know them. Luckily personalization in the 21st century is easier than ever. A plethora of information and resources help you get to know your target account, as well as the person you need to contact.

To ensure the greatest chance of success, you should do this research before the first contact. Take the time to review your contact's LinkedIn profile and research the company on Google. Have they recently received funding? Was there an IPO or new product release? Make note of all your findings to improve your understanding of the account. Remember, buyers are being hit from every angle, so the way to stand out is to be different.

Bring up local events, sports teams, even the weather in their city to try and make a connection. Let them know you've taken the time to write them personally, so they'll see your email is not just more unsolicited jetsam in a sea of emails.

It's also vital to personalize every interaction; Simply personalizing the first conversation and then throwing them into an automated cadence doesn't cut it anymore.

Now let's talk personalization at scale, because you can personalize and save time too.

If you are targeting a specific account, it's okay to repurpose a personalized message. You don't need to write 15 personalized messages to each person if you're taking the time to research the account and provide value. We know, "value" is another buzzword these days, but truly providing value isn't buzzy, it's rare, and buyers will know it when they see it. Understanding the buyer, keeping them top of mind, and providing value will become easy.

SHAMELESS PLUG HERE:

SimplyDIRECT makes personalization and personalization at scale incredibly easy. SimplyDIRECT has mastered the art of account-based surveys and personalized outreach.

Surveys make personalization easier than making eggs in the morning.

If done right, the responder has already told you their challenges, their pain, the problems they're trying to solve. You have everything you need to provide value and help them overcome any obstacles they're facing... as long as your product or service is capable of that.

WANT TO LEARN MORE?



Take our survey below. You'll even receive a really nice Columbia Fleece jacket for participating.



TAKE OUR 4-MINUTE SURVEY

Get a **FREE** Columbia
Mountain Fleece Jacket



For more information, contact us at:  978-823-1684  sales@simplydirect.com

simplyDIRECT