

WHAT ABOUT THIS IDEA?

We're eight months into a selling scenario that none of us could have predicted, with some experts predicting 12-15 more months of this "sheltering approach" being the norm. It was difficult enough before the virus trying to meet with customers that were content with finding information without face-to-face meetings, but the reality of not being able to directly meet with customers and channel partners for another year is just too much to digest.

What are we supposed to do now?

Sales has always relied on creativity to arrange a meeting with a new contact or devise the plan that opens the door to a new account. Now is no different. We just have to come up with different creative tactics. We know a lot about our customers and potential customers. We can draw some fairly accurate assumptions about their needs, pain points and even changes in their work style. Afterall, they've been impacted the same way we have. We know they have more time. They aren't commuting to work. They have more desk and design time, less meetings to attend and more time to evaluate new ways to improve products or even their process.

Now is the time to reach them through more effective communications with targeted information and messaging that spells out the value propositions of engaging with you. We can do this through enewsletters, custom eblasts, product launch announcements, complimentary multi-supplier product sales sheets, e-letters written for specific individuals to maximize visibility and the contained value proposition – just to name a few.

Strategic X Marketing is here to help you develop a continual stream of activity and projects by reaching your target audiences a little differently. Let us know how we can help you.

