

Selling To The Modern Customer By Thinking Like Marketer



In today's fast-paced digital world, selling to the modern customer requires marketers to adapt and think differently. With the rise of technology and the ever-evolving consumer preferences, traditional sales strategies are no longer as

effective as they used to be. In order to stay ahead of the game, marketers must adopt a customer-centric approach and think like a marketer.

Selling to the modern customer goes beyond just making a sale. It involves understanding their needs, desires, and the factors that influence their decision-making process. By thinking like a marketer, you can effectively tailor your approach to appeal to the modern customer and increase your chances of success.



7 Figure Sales Skills: Selling To The Modern Customer By Thinking Like A Marketer

by Kurt Gaubinger (Kindle Edition)

★★★★★ 5 out of 5

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So, what does it take to think like a marketer when selling to the modern customer? Let's explore some key strategies and techniques that can help you master this approach.

1. Develop a Deep Understanding of Your Target Audience

The first step in thinking like a marketer is to develop a deep understanding of your target audience. This means going beyond demographics and delving into their psychographics. What motivates them? What are their pain points? What

are their aspirations? By answering these questions, you can create a more personalized approach that speaks directly to your target audience.

In addition, leveraging data and analytics can provide valuable insights into consumer behavior. By analyzing their browsing patterns, purchase history, and online interactions, you can uncover valuable information that can help you better understand your customers and make more informed decisions.

Remember, the modern customer expects personalized experiences, so taking the time to understand their unique needs is crucial for success.

2. Utilize Social Media and Online Platforms

In today's digital age, social media and online platforms play a crucial role in reaching and engaging with the modern customer. These platforms provide a wealth of opportunities to showcase your products or services, connect with your target audience, and build brand loyalty.

By understanding the different social media platforms and their unique audience demographics, you can tailor your messaging and approach to resonate with your target customers. Additionally, leveraging influencers and user-generated content can help boost your brand's credibility and reach.

Remember, the modern customer is highly connected and expects seamless online experiences. By utilizing social media and online platforms effectively, you can meet their expectations and stand out from the competition.

3. Provide Valuable and Relevant Content

In the age of information overload, providing valuable and relevant content is key to capturing the attention of the modern customer. Gone are the days of simply bombarding customers with promotional messages. Instead, marketers need to

focus on creating content that educates, entertains, and adds value to the customer's life.

By positioning yourself as an industry expert and providing insightful content, you can build trust and credibility with your target audience. This, in turn, can lead to increased brand loyalty and higher chances of conversion.

Consider creating blog posts, videos, podcasts, and infographics that address your audience's pain points and provide practical solutions. By offering valuable content, you position yourself as a trusted advisor rather than a pushy salesperson.

4. Embrace Personalization and Automation

Personalization and automation are no longer just buzzwords in the marketing world. Thanks to advancements in technology, marketers can now personalize their messaging and automate various aspects of the customer journey.

By utilizing customer data and segmentation, marketers can deliver tailored messages and offers that align with the customer's unique preferences and behaviors. This level of personalization goes a long way in capturing the attention and loyalty of the modern customer.

Additionally, automation tools can streamline repetitive tasks and allow marketers to focus on high-value activities. Automating email campaigns, social media scheduling, and lead nurturing processes can save time and increase efficiency, ultimately leading to better results.

Remember, the modern customer expects relevant and timely interactions. By embracing personalization and automation, you can deliver exceptional experiences that set you apart from your competitors.

5. Prioritize Customer Feedback and Reviews

The modern customer places a significant emphasis on social proof. They rely heavily on customer feedback and online reviews to make informed purchasing decisions. As a marketer, it is essential to prioritize customer feedback and actively manage your online reputation.

Encourage customers to leave reviews after their purchase and respond to both positive and negative feedback promptly. This demonstrates your commitment to customer satisfaction and builds trust with prospective customers.

Additionally, leveraging customer testimonials and case studies can have a significant impact on your overall sales efforts. By showcasing real-life success stories, you provide social proof and further validate your products or services.

Remember, the modern customer trusts other customers' opinions more than traditional marketing messages. By actively soliciting and leveraging customer feedback, you can significantly influence their purchase decisions.

Selling to the modern customer requires marketers to think differently and adapt to their changing preferences. By developing a deep understanding of your target audience, utilizing social media and online platforms effectively, providing valuable content, embracing personalization and automation, and prioritizing customer feedback, marketers can successfully navigate the modern sales landscape.

Remember, the modern customer expects personalized experiences, valuable content, and seamless interactions. By thinking like a marketer, you can meet their expectations and drive successful sales outcomes in the digital era.



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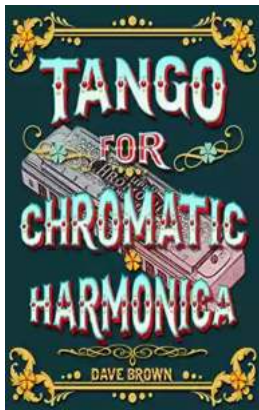
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At the centre of every transaction you will find someone selling something to someone else. It's never been simple, but for thousands of years the process has been mostly linear. A salesperson told a prospect about the product, tried to explain some features and benefits and then asked them to buy said product or service. To win in the age of the modern customer though it isn't that linear anymore. Today's salespeople are expected to do much more to win business, It isn't just as simple as picking up a phone and booking a meeting. There is social media, data, avatars, presenting, buyer enablement, customer experience, customer effort and more to consider. It all sounds so damn hard ! You see selling in the era of what I call the "modern customer" doesn't have to be difficult. There are key steps you can do to attract, engage and win business even at enterprise level that will shorten your sales cycle, ensure you are having quality conversations with the right prospects at the right times. If you know how. In this book by Scott Allan you will learn the art of selling, by thinking like a modern-day marketer, so you can amplify your authority, be a trusted adviser and provide genuine commercial insights to your prospects and customers. Utilizing a range of frameworks and tools, you can finally get ahead of your competition via a new

type of influence. One that will get your prospects to know, like and trust you. Even if they haven't heard of you...yet. Once you have gained trust and authority via social media, that is where you take those conversations offline and/or in person. By the end of this book you will know:

- How to build your customer avatar
- What social selling really is and how to use it effectively
- How to craft your messaging and build authority
- Use the likes of LinkedIn for client outreach and prospecting
- How to craft content that befits your audience (and doesn't take forever)
- The Storytelling System I use when presenting offers to clients
- How to generate hot leads online
- Closing Sales – in person and online



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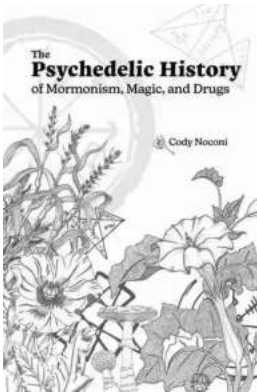
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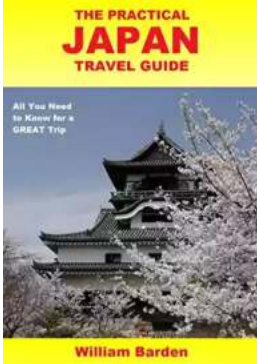
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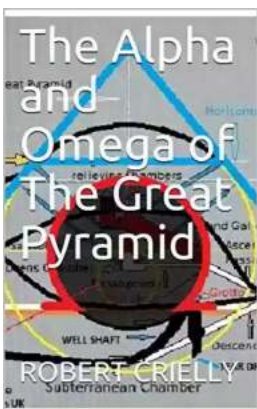
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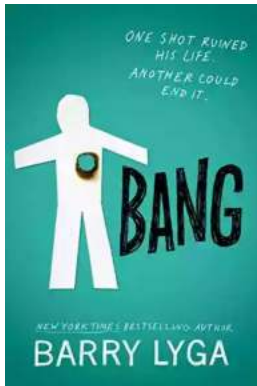
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