



Getting into your buyers' minds:

Secrets for accelerating the sale



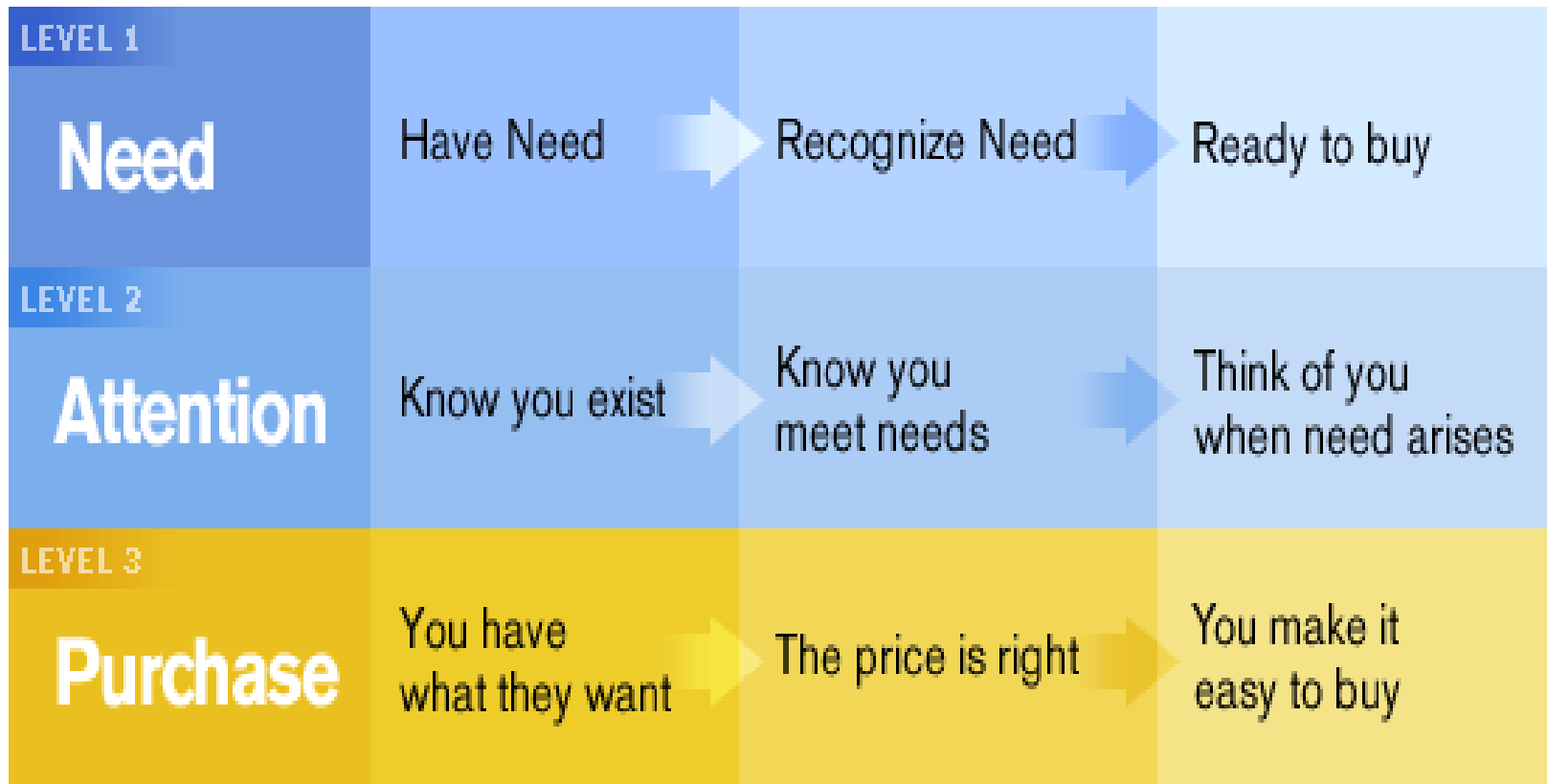
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What takes so long?





What can you do to **accelerate** revenues?

- The prospects are in control
- They decide whether and how to buy
- You only have two alternatives
 - Find out who is ready to buy right away
 - Facilitate their buying process



Ready to buy?



Just raise your hand!



Step one:

Figure out who you need to attract



- Can't afford to be all things to all people
- Concentrate your firepower on those who need your solutions most



Step two: Step into buyers' minds ...

- What events **trigger** a buying decision?
- **Who** is involved in the buying decision?
- **What matters most** to each of them?
- **Where** do they turn for information?
- **What do they need** to see or have before they'll feel comfortable recommending your solution?





How do you get into buyers' minds?

- **Experience**
- **Internal data**
- **External data**
- **Direct inquiry**





Step three:
make the right investments





Case example

- **BUSINESS:** Engineering services for medical device companies
- **MOST PROMISING PROSPECTS:** Rapidly growing companies
- **COMPETITION:** Full-time employees, direct competitors
- **PERCEIVED STRENGTHS:** Industry experience, project-based resource without overhead
- **EVALUATORS:** CEO, CFO, Engineering management





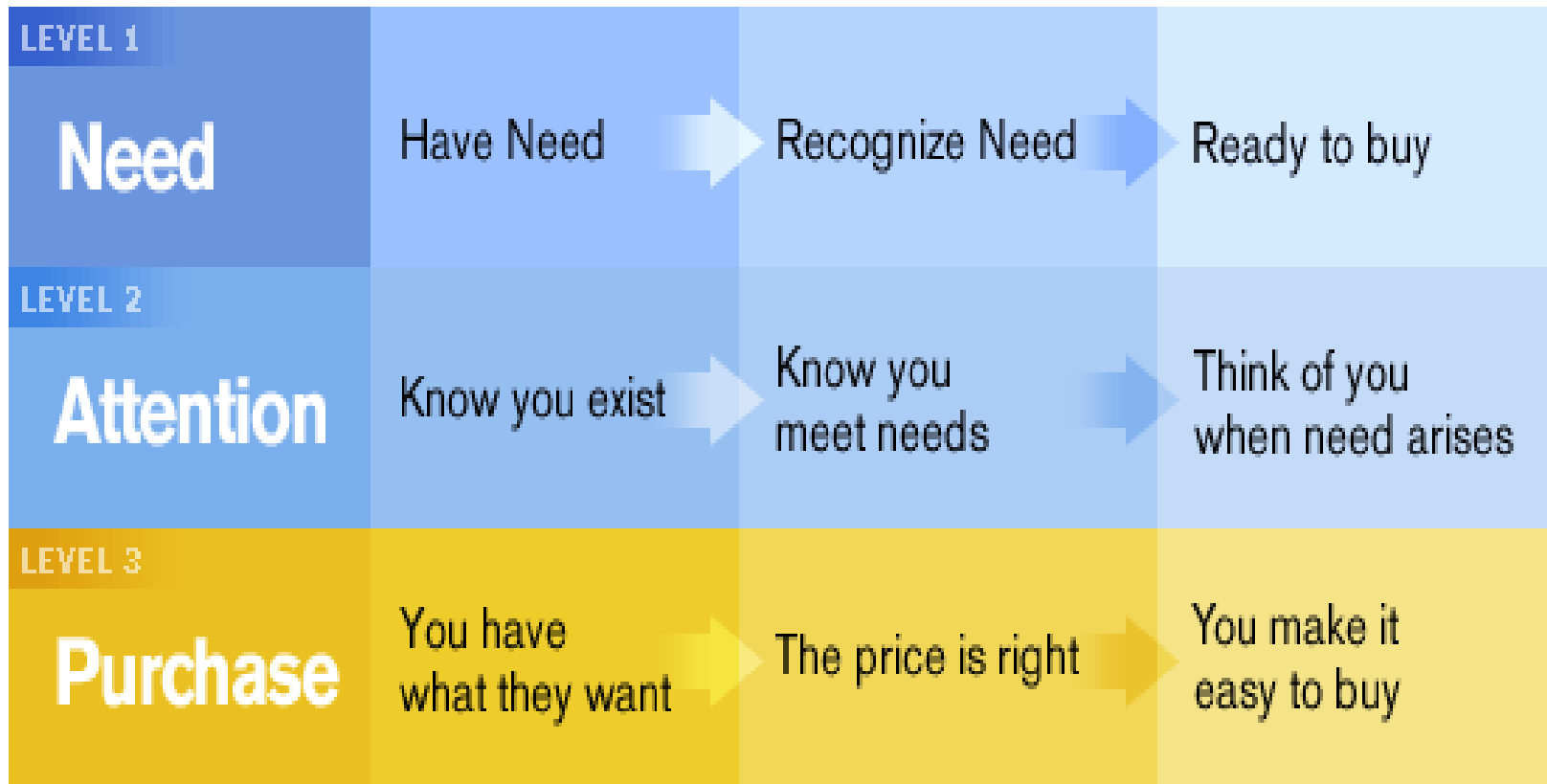
Research Results

- **TRIGGER EVENTS:** Unexpected competitive inroad, change in management
- **INFLUENCERS:** Investors, Peers
- **CRITERIA:** Time to market, demonstrated results
- **INFORMATION SOURCES:** WSJ, Trade publications and events
- **EVIDENCE:** References from trusted sources or brand name companies in other regulated industry





Putting it all together





What are the lessons here?

- Marketing is a **multi-step process**
- It takes **research** to pinpoint your most promising prospects are—and learn how they prefer to buy
- Once you get into your **buyers' minds**, it's just a matter of getting the right **message** about the right **solution** to the right **people** at the right time in the right way.
- When you make the **right investments**, you can dramatically **reduce your cost of sales** and increase revenues



Why don't more companies invest in learning more about their prospects?

- Don't realize that **deeper insights** could increase sales
- Know they should do it—but it doesn't fall in anyone's **budget** or job description
- Don't know where to start—or how to do it
- Don't believe the benefits will outweigh the **cost**





Next steps

- Determine where buyers are getting **stuck**
- **Calculate** how much revenues would increase if you could accelerate sales
- Establish a budget and determine **ownership**
- Put together a **project plan**
- Execute





Summary



- Concentrate your **firepower** on those that have the greatest unmet needs
- Find out **exactly what they want** and how they prefer to get it
- Give it to them their way
- **Watch sales soar!**



More info?

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