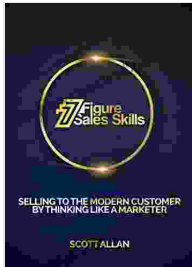


# Selling to the Modern Customer: Think Like a Marketer



## 7 Figure Sales Skills: Selling To The Modern Customer By Thinking Like A Marketer by Kurt Gaubinger

★★★★★ 5 out of 5

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In today's digital age, customers have more information and more choices than ever before. As a result, businesses need to adapt their sales strategies to cater to these modern buyers. In this article, we'll discuss how to sell to the modern customer by thinking like a marketer.

### 1. Understand your customer

The first step to selling to the modern customer is to understand them. Who are they? What are their needs and wants? What are their pain points? The more you know about your customers, the better you'll be able to tailor your sales pitch to their specific needs.

There are a number of ways to get to know your customers better. You can conduct surveys, interview customers, or analyze your customer data.

Once you have a good understanding of your customers, you can start to develop marketing and sales strategies that will appeal to them.

## **2. Create valuable content**

In today's digital age, customers are bombarded with marketing messages from all sides. As a result, they're more likely to tune out messages that are not relevant or valuable to them. That's why it's important to create content that is truly valuable to your target audience.

Valuable content can take many forms, such as blog posts, articles, infographics, videos, and whitepapers. When creating content, focus on providing information that your customers need and want. Don't just try to sell them something. Instead, provide them with valuable insights, tips, and advice.

## **3. Build relationships**

Selling to the modern customer is all about building relationships. Customers want to do business with companies that they trust and that they feel a connection with. That's why it's important to build relationships with your customers before you try to sell them anything.

There are a number of ways to build relationships with your customers. You can start by providing excellent customer service. Respond to customer inquiries promptly and courteously. Go the extra mile to help your customers solve their problems. By providing excellent customer service, you'll build trust and rapport with your customers.

You can also build relationships with your customers by engaging with them on social media. Share valuable content, answer customer questions,

and run contests and giveaways. By engaging with your customers on social media, you'll show them that you're interested in getting to know them and that you value their business.

#### **4. Personalize your sales pitch**

In today's digital age, customers expect personalized sales pitches. They want to know that you understand their needs and that you're offering them a solution that is tailored to their specific situation.

There are a number of ways to personalize your sales pitch. You can start by using your customer data to segment your audience. Once you have segmented your audience, you can create targeted sales pitches that are specific to each segment. You can also personalize your sales pitch by using dynamic content. Dynamic content is content that changes based on the individual customer's browsing history, demographics, or other factors.

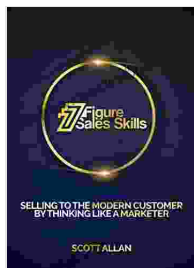
#### **5. Close the deal**

Once you've built a relationship with your customer and personalized your sales pitch, it's time to close the deal. The best way to close the deal is to make it easy for the customer to buy from you.

There are a number of ways to make it easy for the customer to buy from you. You can offer a variety of payment options, including credit cards, PayPal, and even Bitcoin. You can also offer a money-back guarantee. By making it easy for the customer to buy from you, you'll increase your chances of closing the deal.

Selling to the modern customer is all about thinking like a marketer. By understanding your customers, creating valuable content, building

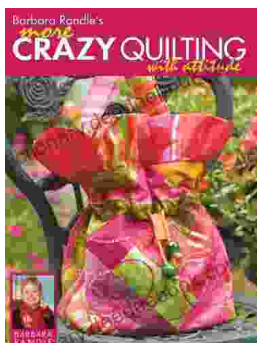
relationships, personalizing your sales pitch, and making it easy for the customer to buy from you, you can increase your sales and build a successful business.



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