

**HOW TO
KNOW
IF YOU'RE
SELLING TO
THE RIGHT
BUYERS**



1.

PERSONALISATION

Research your client - this helps to ensure you're speaking the same language. A personalised approach can assure them that you understand their industry.

2.

INTENT

Understand the intent of your client.
Whether an inbound or outbound client,
understand why they are looking to use
your product/s.

3.

KEY EVENTS

Establish if there is a need for a further sales conversation, do they need to be upgraded? Are there any more opportunities to grow your client?

4.

SEGMENTATION

Ensure that your sales team are focused on the users that have potential to become customers.

