

# Okay, now what?

Today your buyer's follow a different path to make their purchase decision, compared to how they used to.

Much of the sales process today is spent online, without interacting with a sales rep. You can't afford to wait around for prospects to schedule a meeting with you – you have to meet them where they are.

**How ready are you to do this? Follow this checklist to find out:**

## 5 Acts to USE

## Your Readiness Checklist: *Check All That Apply To See How Ready You Are*

- 1 Problem-Centric Message**
  - Can the competition describe their offerings the same way you describe yours?
  - Can your buyers answer 80% of their questions based off the content on your website?
- 2 Multi-Channel Lead Generation**
  - Are you utilizing a mix of media to find new leads or do you rely on word of mouth and networking?
  - Are you regularly updating your site to make it easy to navigate to relevant content and to ensure you don't look too old fashion?
- 3 Use Content To Educate Prospects**
  - Do you use more YOU content vs WE content so your buyers can see you understand their objectives and challenges?
  - Do you feature strong calls-to-action that reward prospects with valuable information when they input their contact information?
- 4 Strategic Advisors Eliminate the Competition**
  - Is your team prepared to respond to new prospect inquiries in under 5 minutes?
  - Does your sales team sell with educational stories far more than they use product spec sheets?
- 5 Watch Business Metrics to Iterate**
  - Do your sales and marketing teams work collaboratively to share insights, build cooperative strategies, and ideate together?
  - Can you see how individual tactics are contributing to new revenue for your business?

Let's talk



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