



CEO Tip Sheet

Five Things Manufacturing CEOs Must Know About 21st Century Industrial Marketing

1. Your products are being bought not being sold. Your prospects are doing virtually all of their preliminary research online. The bottom line is they will contact you if and when they are ready to buy – if at all. If your website doesn't provide useful information that meets their explicit needs you are out of the race.
2. Buying cycles are getting longer. This is partly in response to the current economic conditions but mostly due to the fact that your prospects are running lean and mean. Many of your prospects simply can not afford to make a purchasing mistake so are spreading the responsibility for the final decision to an internal buying committee or team. These team members need quality educational information from your company to make a wise purchasing decision.
3. Buying processes matter more than selling processes. The old ways of pushing prospects into following your selling process is counter-productive and doomed to fail. Provide a variety of logical next steps for your prospects to move forward at their pace. Drop the pressure and raise your profits.
4. Separating lead generation from selling is the first step to predictable revenue growth. Salespeople hate to prospect, avoid prospecting whenever possible, and as soon as they get busy with high potential customers simply stop prospecting. Winning manufacturers are hiring lead generation specialists to provide their salespeople with a predictable pipeline.
5. Predictable revenue growth is systematic. Sales 2.0 is here and selling will never be the same. Winning manufacturers are breaking down the barriers between sales and marketing. From initial website visits through report downloads, webinars, qualification, and closing, the key is to adapt your sales process to prospects' online buying behaviours. Your marketing and selling processes must be systematized, tested, and optimized. This is done through the judicious use of collaborative technology that, when married with insight, leads to spectacular results.

I hope you have enjoyed reading this brief report and have found it useful.

If you are a manufacturing company CEO/business owner and you're curious about how the information I've shared in this document can benefit you and your business, please contact me to discuss your particular situation and explore opportunities at 1-800-353-4447 or at:

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