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8 WaysÂ to Personalize Your Marketing Strategies by Belinda Summers

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Make no mistake:Â SalesÂ is about personal interaction. Consumers purchase goods and services which meet their needs or solve their problems. And mostly, they invest in the brands they already know and like. But if youâ€™re intoÂ b2b, instead of selling straight to the consumers, you have to be more personal with the companies.

Here are 8 ways on how to make yourÂ business to business marketingÂ strategies more personal.

1.Really get to know your sales prospects and customers.Â Know what they love doing if theyâ€™re not at work; it can be about their pets, family, hobbies, etc. People love to talk about themselvesâ€”thatâ€™s why you've got to give it to them. This is the time for you to listen well and take down notes. Then when a customer visits your shop, you can display a personalized signage that says something like, â€œWelcome, Mr. Rob Winston!â€• at the front and to top it off, serve Robâ€™s favorite coffee.

2.Never mind about your tools. Your clients and business partners donâ€™t care about your office supplies, your equipments, your trucks or computer software. Take note that they always presume that you got all the devices you need and naturally, they primarily care about their projects with you.

3.Be proud of the work of your customers.Â Yes, show them off in any way you can. Set a spot on your blog, website and Facebook page in order to showcase stellar projects made for your clients and customers. Then, tweet about it, but of course don't share anything without their permission.

4.Allow your employees to meet your customers. Usually, customers meet only the companyâ€™s customer service orÂ salesÂ person. Be different--accompany your customer to your store and allow them to meet some of the other staff which work on the same projects. Doing this makes your other employees feel more involved and more answerable for results.

5.Introduce your customers to one another. There are times when you are not the right person that may solve the problem of some of your customers, but then, you know someone that can. Be a helpful bridge and introduce them to each other and theyâ€™ll thank you for that. To be more effective, hold an event wherein they can network with one another. They might even bring their own business connections who are yourÂ qualified business leads.

6.Be generous and charitable. Itâ€™s normal for people to like seeing that your business is giving something back. Look for a nonprofit organization whose mission is related to what youâ€™re doing. Or much better, why not allow your customers to select the charity?Â Give money and time to those who need them.

7.Have a real person to answer phone calls. If your company doesn't have time to hire and train a receptionists, have people in your office/store to at least take turns in answering telephone calls for one hour daily. Or better yet, hire aÂ professional inbound telemarketerÂ from a call center. Itâ€™s cheap and way better than recorded messages.

8.Send handwritten notes.Â In this day and age of emails, people will appreciate receiving handwritten notes. Bring up something which the two of you have talked about lately, and you can even enclose a little token, if you like.

These personal touches make your company stand out from the rest. YourÂ leadsÂ and prospects will be happy that you prioritize their needs; all the more reasons to patronize your products.

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