

How to talk to your customer *before* they're ready to buy

PLAN.
GROW.
DO.



From this workshop you will take away:

- 1. Insights in to how your lubricant/additive buyer has changed, and what you need to do to adapt to this change**
- 2. An awareness that there are four stages of a new customer journey, and an appreciation of how to use this to proactively nurture relationships through the journey**
- 3. Recognition that aligning your sales and marketing activity to how your buyer wants to buy has never been more important. Using our 4D model, you can be sure that you achieve this**

The buyers' journey has changed

You will learn how to recognise changes in the expectations of the buyers and decision makers your sales team are attempting to nurture relationships with.

You will see how the generational landscape is playing out, and the importance of digital content in your buyers' desire to self-serve.

You will learn to use a Customer Profile tool to better understand your buyers. You will see how your sellers need to adapt their approach to give your buyers what they want, and you will see how responding to the changed buying journey will make you more relevant to your buyers.



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The four stages of a new customer's journey

CEB's research tells us that 57% of a purchase decision is complete before a customer even reaches out to you. This means you must demonstrate you meet the needs of your future customers earlier than you are doing now.

THE CUSTOMER JOURNEY ROADMAP



Considering *The Customer Journey Roadmap* and accepting that it takes between 5 and 12 contact points to make a sale, how many of those can you make whilst they are in this early stage? In this section of the workshop you will learn how your online activity can support your offline actions, and how your offline persona can enhance your online reputation.

By recognising how your ideal customer wants to buy you will find answers to these questions.

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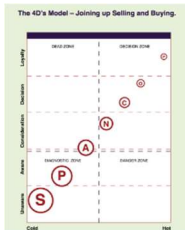
So far, you will have learnt that there are changes in how buyers buy and that they buy in a predictable four stage approach.

Maybe it's becoming clear that you're putting "buy my stuff" sales messages out to cold audiences (suspects) and you are putting at risk potentially important relationships with those customers you want to do business with.

Now you need to learn how to join up marketing, selling and buying by leveraging our 4D model.

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Joining up marketing, selling and buying



You will realise that you have been communicating in the Dead Zone and missing the opportunity to nurture a "holding pattern" of ideal customers.

You will learn how to get this early engagement right and how you can begin to nurture these relationships more effectively, leading to greater success.

We'll see you in Athens!

Steve and Rob

