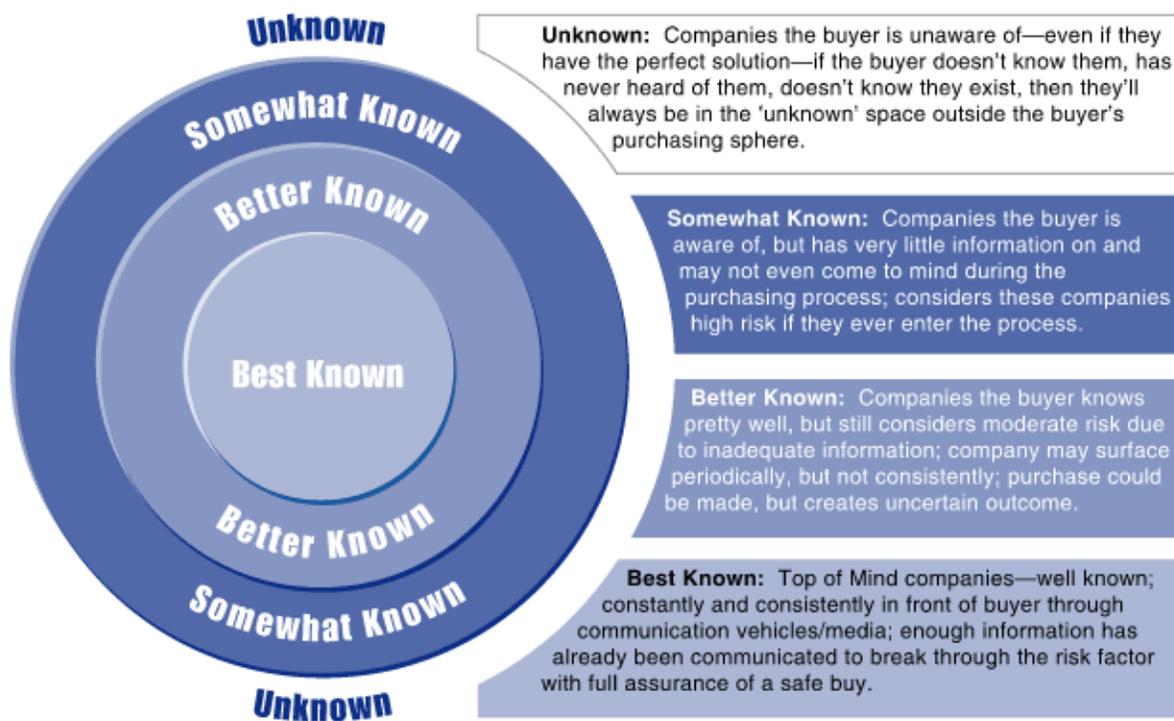


Buyer's Purchasing Sphere™

Be Known and Get into Your Customer's Sweet Spot

Potential buyers of your offerings must first know you exist. A confident purchasing decision cannot otherwise be made if you're unknown in their buying sphere. Being known in the market and having top of mind positioning with your buyers is key. This requires consistent market visibility and demonstration of credible reasons why you have the best choice in the market. By demonstrating your credibility, you will develop trust which mitigates risk. Your goal is to occupy the bull's eye of a buyer's purchasing sphere because it means you are the go-to, reliable and dependable solution with the least amount of risk to the buyer.

Getting to that sweet spot requires effort. You have to identify the connecting points that bridge the gap between your offerings and your intended buying market. The gap is often bridged through strategically and effectively implemented communication vehicles. This will include a balanced mix of public relations efforts, email marketing campaigns, cultivating prospect relationships, coordinating social media, maintaining a dynamic web presence and similar marketing activity.



Making effective buyer connections requires a strategic marketing approach based on the type offering you have and your targets. Your strategic approach provides a profile of who buys from you, why, when, where and how. It also includes the tactical execution components necessary to reach them. All of this should be defined in your marketing roadmap. Becoming known in your market and preferred by buyers will take some effort, but will make your marketing more effective and increase your revenue-generating potential.

