

*HerCsuite*TM

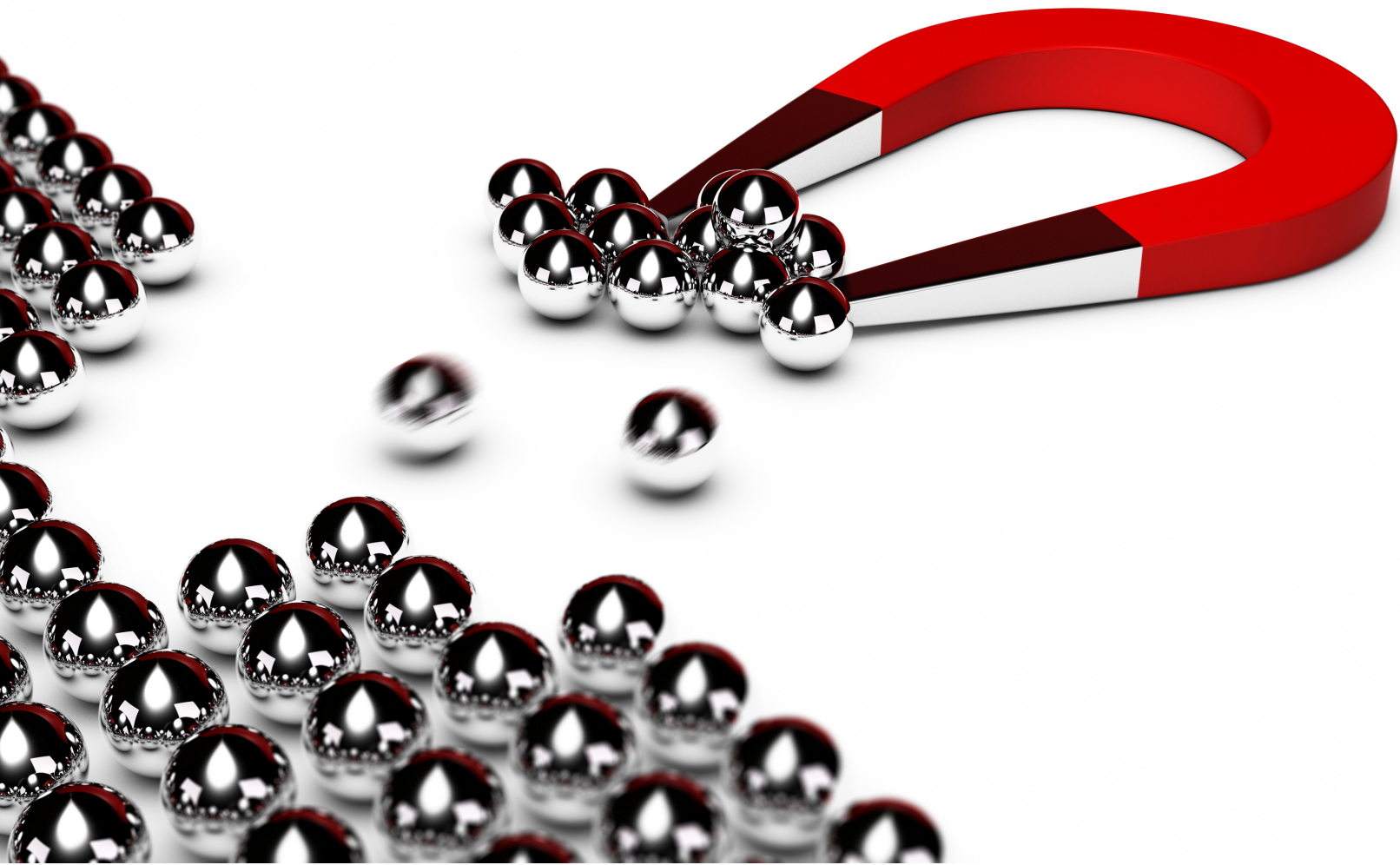
LEADER SERIES



Lesly Marban,
Head of Global Marketing

HOW TO

Market to Internal
AND EXTERNAL CUSTOMERS



7 Ways to Connect with Your Customers

OBJECTIVES

- Discover how why your internal customers are just important as your external customers.
- Make a plan and create connections.
- How to win leadership buy-in.

7 Unique Marketing Strategies

Always start by placing the customer's needs first. Whether your company has many products or one, the marketing approach is more effective when you work backwards from the customer to the products.

Use experts to provide customer insights. In a changing industry like healthcare, it is important to have people who understand customer behaviors and also what the overall landscape looks like for things like reimbursement and trends in the marketplace.

Deliver marketing information in a consumable format. Lesly shares how she discovered the benefit of using a podcast to share information with the salesforce.

Communicate product information using video. When employees see products being used or hear testimonials they retain the information.

Create a unique experience for company events. One way to make a national sales meeting more memorable is to have a fun theme for employees. Lesly gave an example of employees and their families got interacted with a camp theme at their national sales meeting.

Get approvals faster by knowing your audience. Talk with key stakeholders before making a presentation and find out who carries weight in making decisions and who might be a detractor. Align yourself before the presentation with an advocate who can help move your idea forward behind the scenes.

Win leadership support with a proof of concept. It is always better to test out something on a small scale first. When you are able to demonstrate the impact of an idea, engagement, or strategy, there will be a greater chance that the idea will be approved on a bigger scale.



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