



Marketing Essentials

Top 10 Questions for your Sales Team





What customer insights can sales share?





Top 5 Questions: language = keywords

1. how do customers describe us and what we do?
2. what type or tone of language do they use?
3. how do they describe their problem, goal or mindset?
4. how do they describe the way they feel about this?
5. what don't they know that you wish they knew?





Top 5 Questions: insight = intimacy

1. what brought them to us (and not to a competitor)?
2. who are they buying for?
3. how important is this purchase to them?
4. what do they hope it will do for them?
5. **what is keeping them awake at night?**





Recap

- Content Marketing is great at generating leads
- Content Marketing also supports customer engagement brilliantly
- With the sales team's insights, you can develop better Buyer Personas – your content will be more **relevant** and will convert better
- Get your sales team on board at every stage
- Create shared ownership of content generation and value the input of all customer facing colleagues





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