



It's time for companies to look ahead to the next era of sales and marketing! Nowadays, buyers will do almost anything to insulate themselves against most traditional forms of marketing. They've abandoned cable TV in droves, preferring to use commercial-free streaming services. They use ad blockers online to prevent pop-ups and other obnoxious advertisements. And if a salesperson calls their home without warning, they have no problem with instantly hanging up the phone (if they pick up for an unknown number at all).

Keeping Up With The Times

Unfortunately, many marketing and sales companies aren't keeping up with these new realities. Instead, they are doing what they've always done: cold calls, but in different forms. Instead of a random call just as you're sitting down to dinner, you might get a random connection request on LinkedIn from a 22-yearold salesperson recently out of college, just trying to get the demo. People hate when marketing or salespeople bug them, and that tends to be the default. They don't want to be sold to. Instead, they will seek out information when they need it through Google or another search engine. They don't NEED sellers anymore.

But what they do need are experts; people they can reach out to who can help them. And

How Do We Do It?

The experience of talking to a random salesperson can be frustrating, possibly even tedious. Who wants to get lectured at with marketing jargon for upwards of 15 minutes or more. We do things differently by establishing salespeople as someone who buyers actually want to talk to,

rather than just someone trying to sell them something.

It requires you to shift your perception of salespeople as "marketers" into "problem solvers." We position them as thought-leaders and experts in their field. Rather than selling products and services, they are sharing information. They're talking about the buyer's industry and the challenges they face. And then, most importantly, they provide the buyer with solutions, not products.

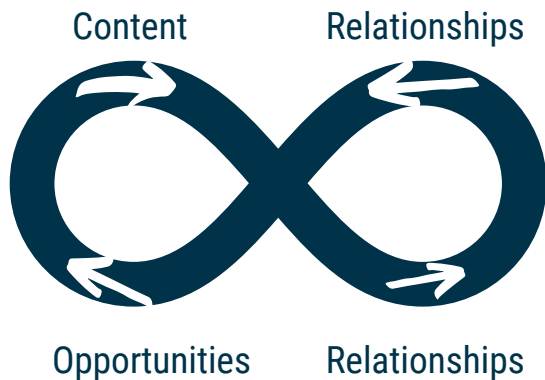
But how does the buyer know they can trust the salesperson? To be effective, the salesperson needs to enter into their circle of trust.

The Circle of Trust

Everyone has a group of people they trust when it comes to making decisions in their life. It can include family, friends, colleagues, influences, advisors, and experts. We call this their circle of trust.

The key to successful sales today is figuring out how your sales and marketing team can move into that circle and establish themselves as a trusted figure who wants to help, rather than wants them to buy.

the Infinity Loop of Relationship Building



Picture an infinity symbol. It starts, loops around, circles itself again, and then ends up back where it began. When you look at it from a sales perspective, it's like a feedback loop.

Everything starts with "content." This could be blogs, videos, podcasts, or any form of content where you share something valuable or useful to your customers. Great content creates conversations, and that's the next step. Conversations are crucial to entering the circle of trust. When people engage with your content, they are indirectly engaging with you. By doing so, you're building a stronger relationship with your clients, which will lead to more open conversations.

Through these conversations, you can find new opportunities, either with those clients or their colleagues. You never know where these relationships will lead! Sometimes, they might lead to making fresh contacts. The trick is that these new potential customers don't trust you yet.

And this leads us back to creating new content to engage and connect with the new contacts through conversation. The entire cycle looks like this:

Content -> Conversations -> Relationships
-> Opportunities -> Content

You might be thinking, but my company already creates a TON of content. Why aren't they building successfully in solidifying relationships? It goes back to what we said above: people will do anything to avoid marketing. And that's what companies do! So, how do you get around this?

It Needs to be Personal

Companies are always selling something. That's their entire MO. They have a product or service, and they want the public to buy it. That's why most people are on their guard when a company approaches them with a sales pitch.

But a sales rep can form an entirely different relationship with clients. By producing and sharing content, buyers perceive them as someone who KNOWS things and solves problems, rather than sells products. Marketing teams often struggle to provide the right kind of content in the correct format to help their sales teams position themselves as subject matter experts. So, what types



Four Types of Content

Brand Content

Brand content tends to be the kind of content that marketing teams create. They design it to build brand awareness and share a brand story. But when it comes to building a relationship with clients, this content tends to be too salesy and “me” oriented. If this is the only kind of content that a salesperson publishes, then they’re going to just come across as another wing of the marketing department.

Curated + Original Content

Others in your industry or local area usually create curated content. It’s not necessarily connected to any specific company, which makes it brand-agnostic, instantly making it more trustworthy in buyers’ eyes. However, if you are simply posting this content, it isn’t going to be doing anything to bolster your own standing with buyers. Instead, you want to add your thoughts and opinions to it before sharing. You can do this through a Facebook or Twitter comment above the share.

Customer-Centric Content

This is the big one! Customer-centric content tells buyers what they should be concerned about in their industries, and how they need to prepare. Moreover, it provides them with solutions to their problems, rather than things they can buy. It’s the type of content that captures their heart and head by positioning the salesperson as a valuable and trusted asset or resource. Therefore, when you provide this content designed to help buyers, you will be welcomed into their circle of trust.

Heart Content

Heart content is all about relationship building. Here, you want to personally connect with buyers so they can get to know you as a human being. Feel free to share things about your personal life, explain struggles you’ve faced, and mention your passions (food, wine, travel, fitness, volunteering, etc.) This information can help buyers connect with a salesperson. It humanizes them. Of course, be sure not to share TMI!

The Optimal Mix

In our research and experience, you should be sharing a combination of these four forms of content.

We suggest:

- 25% Brand Content
- 50% Curated Content
- 25% Customer-Centric Content
- However much Heart Content

you feel comfortable sharing

Different mixtures of content could work better than others for a variety of industries. We recommend that you start here, then experiment to find the optimal mix for your audience.

How to Help Your Sales Team

As a company, you want to do whatever you can to help your salespeople succeed. To help with their content creation and sharing, you can start by creating a Brand-Hub Template for your organization. This customizable, branded template is where you can compile collections of videos, blogs, lead-capturing eBooks, events, webinars, podcasts, and more. You should post anything that can help your sales team stand out as subject matter experts here. With this hub, you can motivate your salespeople to share this (and their own) content. It will all link to their personal hub, which has their

name, picture, and contact info. As all of this content will be posted on their personal page rather than the company blog site, it will help them build a relationship with their buyers and enter their circle of trust. If they were simply linking to your company's primary content page, buyers would lose that personal connection. In this way, sharing content is all about optics.

A New Approach to Relationship Building

By creating a brand-hub template, you will be putting a systematic approach to digital relationship building into place. Rather than leaving your salespeople to do the work and find their own content, there will be a vast collection of already-vetted content that you KNOW will add value to buyers. This strategy will maximize your company's reach, influence, and lead conversations for a faster ROI. Want some more proof? Check out this study by Nielsen, Smarp, Techerati, LinkedIn, and Simon Kemp. It shows that when a person, rather than a company, shares content, it's seen as 3x more trustworthy and 8x more engaging. Moreover, people will be 24x more likely to share it, leading to a 7x better conversion rate. When you look at the situation through that lens, having your salespeople share their own content makes even more sense!

How to Get Started

Adding value to buyers can be a tricky thing. They will instinctively sniff out any attempt to sell or market. That's why instead of trying to pull them into a conversation by saying, "Hey, get on the phone for a demo," salespeople can say, "Hey, check out this article! I think it will help you!" One spurs conversations, the other shuts it down. And to get into a buyer's circle of trust, that conversation is a must!

If you'd like to find out personally how this revolutionary sales system can help your company, we'd like to invite you to try it out for free, no credit card required! Feel free to check us out at www.FunnelAmplified.com/free, and we can get started enabling your sales team to genuinely connect with your buyers!

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