

**Become Your Target Customer's Source
For Key Industry News**

**Key Decision Makers & Influencers
Are Spending Considerable More Time
Searching The Internet
To Obtain Key Industry Intelligence**

**Convert Their Search Engine Efforts
To A Click On A Bookmark
Pointed At The Knowledge Center
Section Of Your Website**

- 1. Create Technology Specific "User Groups"**
- 2. Develop "Target Industry" Newsletters**
- 3. Add A "Latest Industry News" Landing Page**
- 4. Conduct "Changing Industry Trends" Webinars**

Tie Your Targeted Customer Solutions **To Target Industry Challenges**

A Good Way To Improve Targeted Selling Opportunities

**Is To Develop Targeted Solutions
Specifically Tailored To Overcome
Common Industry Challenges**

5 Steps To Developing **Profitable Target Customer Solutions**

1. Develop Targeted Industry Newsletters

**2. Have Each Newsletter Address
A Key Target Industry Challenge**

3. Include Tips & Ideas For Overcoming Each Challenge

**4. Include A Case Study
Of How Your Company's Solutions
Have Already Helped A Company
In That Same Industry**

**Effectively Solve The Problem
Addressed In The Newsletter**

**5. Select Case Studies
That Solved A Customer's Problem
By Either Cutting Costs
Or Creating A New Revenue Stream**

Hold Target Industry Events & Webinars

**Invite Your Prospects & Customers
To Attend Regular Industry Events & Webinars
& Ask Them To Invite Their Staff, Peers & Superiors**

**Use A Registration System
To Capture Contact Information**