Selling with Content

A guide on using content to aid the sales process at Dimerco



UNDERSTAND THE PROSPECT'S PROBLEM OR NEEDS

Listen attentively to prospect's inquiries and pain points, conducting thorough research to grasp their specific logistics challenges.

IDENTIFY THE APPROPRIATE CONTENT

In the early stages of the sales cycle, it may be more appropriate to share content rather than sell. This content can help prospects as they research their problem/possible solutions, while also demonstrating Dimerco's expertise. Our **livelinks** page contains much of the available content.



TAILOR THE CONTENT TO **EACH PROSPECT**

Review the content and tailor it by offering specific materials for different scenarios, ensuring relevance and effectiveness.



STAGE 1 - AWARENESS

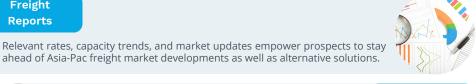


What Is My Problem? We educate and inform prospects with content that enhances their knowledge and

understanding.



ahead of Asia-Pac freight market developments as well as alternative solutions.



eBooks



Comprehensive guides with practical strategies empower prospects to effectively address logistics challenges with our solutions.



Videos Video content provides specific visual guidance on how we help customers

overcome challenges and find success with our expertise.



Podcasts



Expert-led discussions on logistics trends and solutions educate prospects about our industry knowledge and innovative approaches.

Articles Informative and educational content demonstrates our commitment that

captures global logistics insights to make shippers smarter.

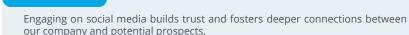


Infographics



Social Media Concise resources like checklists and infographics offer actionable steps and guidance, simplifying logistics processes with our support.





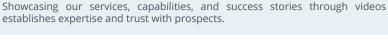
our company and potential prospects.



How Can I Fix My Problem?

STAGE 2 - INTEREST

Our solution-focused content demonstrates readiness and capability to address the specific challenge we've uncovered.



Videos





valuable insights to prospects.

solving approach in helping customers overcome logistics challenges.

Case studies showcase our adaptability, quantifiable results, and problem-





Comprehensive information on our services enables prospects to evaluate and choose suitable logistics solutions for their specific needs.



Relevant content addressing logistics issues demonstrates our foresight and commitment to providing solutions that meet prospects' challenges.

STAGE 3 - CONSIDERATION nerco the Right Fit for Me?



At this stage, prospects want to ensure they are making a good choice and are looking for proof, ideally with objective data, to reinforce their decision.

Customer



Endorsements

Visualized comparisons highlight our advantages over competitors, allowing prospects to make informed decisions about logistics partnerships.

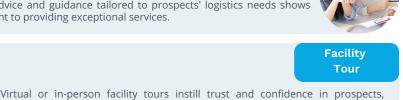
Testimonials from satisfied clients build trust and credibility, showcasing our

successful partnerships and customer satisfaction.





Personalized advice and guidance tailored to prospects' logistics needs shows





showcasing our advanced logistics infrastructure and capabilities.











DIMERCO

Consultations

our commitment to providing exceptional services.

UNLOCK SUCCESS WITH CONTENT confidence and improve our sales success.

