

Selling with Content

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

PROSPECT

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.

Freight Reports

Blog Articles

Social Media

Webinars & Podcasts

Customer Endorsements

eBooks

Videos

Infographics

Comparison Charts

Free Consultations

Facility Tour

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.

Freight Reports

Relevant rates, capacity trends, and market updates empower prospects to stay 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.



How-To Videos

Video content provides specific visual guidance on how we help customers overcome challenges and find success with our expertise.



Webinars & Podcasts

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



Blog Articles

Informative and educational content demonstrates our commitment that captures global logistics insights to make shippers smarter.



Infographics

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



Social Media

Engaging on social media builds trust and fosters deeper connections between our company and potential prospects.



STAGE 2 - INTEREST

How Can I Fix My Problem?

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

Dimerco Videos

Showcasing our services, capabilities, and success stories through videos establishes expertise and trust with prospects.



Case Studies

Case studies showcase our adaptability, quantifiable results, and problem-solving approach in helping customers overcome logistics challenges.



Webinars & Podcasts

Expert-led discussions highlight our solutions and industry expertise, providing valuable insights to prospects.



Product Details

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



Relevant Blog Articles

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



STAGE 3 - CONSIDERATION

Is Dimerco 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

Testimonials from satisfied clients build trust and credibility, showcasing our successful partnerships and customer satisfaction.



Comparison Charts

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



Free Consultations

Personalized advice and guidance tailored to prospects' logistics needs shows our commitment to providing exceptional services.



Facility Tour

Virtual or in-person facility tours instill trust and confidence in prospects, showcasing our advanced logistics infrastructure and capabilities.



UNLOCK SUCCESS WITH CONTENT

Buyers of logistics services hate to be sold. On the other hand, they appreciate information that helps them understand and solve their problem. If Dimerco can be the partner that provides that information, we can gain the prospect's confidence and improve our sales success.

