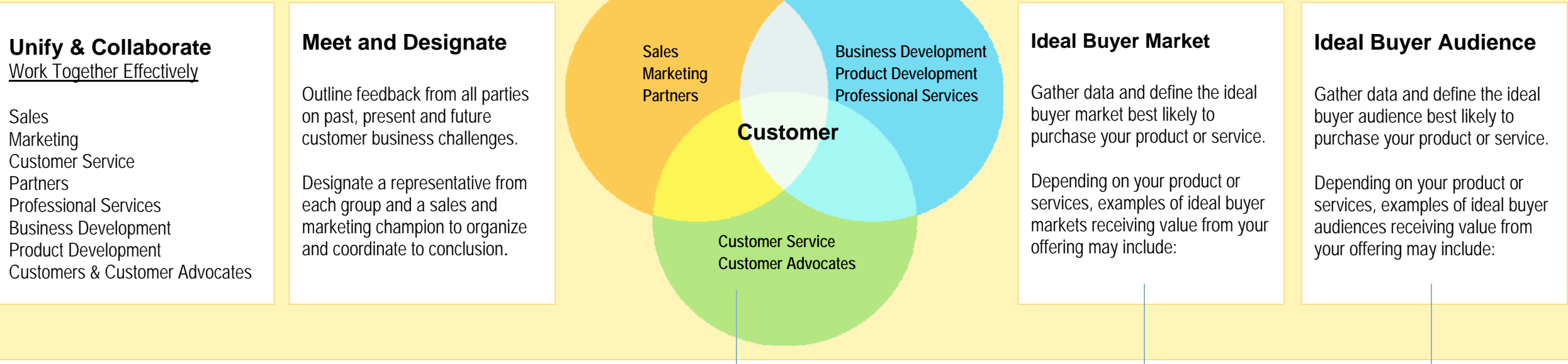


Unify Customer Knowledge: Achieve Success

It used to be Sales (field/inside), distributors, business development, or licensing partners were responsible for selling and cultivating business relationships. Marketing would generate awareness and nurture leads among the target audience. Customer service took care of customer problems and answering customer questions post sales. Professional services implemented customer chosen solutions. Customer advocates dealt with supporting customer goals. Customers would buy and use a company product or service. Product development's job was developing products. While this has not changed, uniting and validating each department's customer knowledge is key to successfully and effectively fulfilling customer needs.

Exceed Sales, Inc. is a New York based sales lead generation consultancy dedicated to strategically planning and implementing focused outreach -outbound prospecting initiatives and engaging effectively with potential buyers delivering improved lead qualification and lead generation results.



Fulfill prospect and customer needs and your pipeline will be filled with qualified opportunities.

Gathering and recording information from each customer interaction can only serve to help the customer if it is shared internally and validated by the customers themselves.

Ideal Buyer Market Examples

- Doctor's Office
- Hospitals
- Care Facilities
- Research Institutes
- Pharmaceutical Companies
- Biotech Companies
- Healthcare Centers/Agencies/Institutions
- Clinics
- Pharmacies
- Ambulatory Services
- Laboratories

Ideal Buyer Audience Examples

- Researchers
- Professors
- Physicians
- Nurses/Assistants
- Technicians
- Surgeons
- Specialists (oncologists, radiologists, anesthesiologists)
- Administrators
- Chief Medical Officers
- Chief Scientific Officers
- Drug Discovery Professionals
- Regulatory Affairs Professionals
- Quality Care Professionals
- Research & Development Professionals
- Sales & Marketing Professionals
- Licensing & Business Development Professionals
- Product Professionals
- Human Resource Professionals
- Financial Professionals
- Legal Professionals
- Technology Professionals
- Compliance Professionals



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Ideal Buyer Traits

Gather data and define the ideal buyer traits of your ideal buyer audience.

Understand Your Ideal Buyer Audience

Understand the pain points and pleasure goals of your ideal buyer audience.

Best help your ideal buyer audience achieve their goals better than they could with any other solution.

Create Your Ideal Buyer/Customer Profile

Develop an ideal buyer profile that best represents the type of customer you want to work with and will work best with you and your firm.

Validate

Meet again to validate your ideal buyer market, ideal buyer audience, ideal buyer traits, buyer pain points /pleasure goals and ideal buyer/customer profile. Understand your company solution as well competitive solutions and why the customer or prospect decided to work or not work with your company.

Develop Messaging

Develop relevant messaging that addresses and solves each ideal buyer audience pain point or pleasure goal.

Customer case studies and successes as well as engaged, focused conversations with prospects and customers are key input data for this strategy component.

Implement/Test/Refine.

Exceed Sales partners with executives to help companies gain reliable market intelligence, uncover higher quality sales leads, and build more realistic sales pipelines to forecast more accurately in delivering revenue results.

For more information, visit exceedsales.com, the [Lead Generation Insights blog](#), or contact [Elisa Ciarametaro](#) at 212-799-0777. Feel free to visit her on [LinkedIn](#) or [Facebook](#) or follow her on [Twitter: @elisaciarametar](#)