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## **Marketing done right gets your calls answered - by Chuck Sink**

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Chuck Sink  
Marketing

When you see an inbound call from a familiar company or brand name, you're more inclined to answer the call. If you're a business owner, you know this is true, and so do your salespeople.

Sales can be a brutal, uphill battle in this day and age. Why discourage your team by pushing them up a steep hill? Help them level the playing field by investing in your business and executing a targeted marketing plan.

Creating strategic brand awareness is the best investment you will ever make in your business. Name one initiative that brings in customers and revenues better than being well-known for what you do best...?

Better Mousetrap? "Build a better mousetrap and the world will beat a path to your door." This is only true when people believe you have a better mousetrap, and they have to find out about it first!

The more you authentically communicate your unique value proposition in the marketplace, the better your "mousetrap" is perceived by potential customers. Once you have established a high-quality perception, prospects' doors open much easier. Your outbound emails and phone calls have not only a fighting chance but a likelihood of being answered or returned.

Sales Pay Dirt: If your brand carries sway, your prospective customer is either curious, willing or eager to answer their phone when you or your team call. This is sales pay dirt. It's the magic merger of marketing and sales that takes companies to the next level and improves lifestyles.

Your sales team should always be prospecting and making calls with or without a rigorous marketing campaign. We get that. However, those who sell for leading brands enjoy more answered phones and open doors while the unknown reps deal with voicemail greetings and declined meeting requests.

Become a leading brand in your market and simply sell more!

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