

5 Ways to Find your Company's Relevance to Compete and Win Sales

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November 2011

EAS LeadGen's guide to help you find out if your company is relevant enough to compete.

The competition may be stiff, but knowing the relevance of your company in the marketplace will help you conquer the competition and win new business. Defining what makes your company relevant is essential to sales success. To start this process, keep in mind these five questions that will help you determine your company's relevance.

Are you authentic? We all can't be the creator of the iPod, but your company may offer a product or service that is original and cannot be purchased someplace else. Identify what your core product is and decide if there is another like it.

Why are you better? What makes you better than your competition? Is it price, service, quality...? If your services cost more than your competitors, what are you offering to differentiate your service from theirs?

Why choose you? If you are confident you are better than the competition, why should a prospect choose you over the competition. EAS LeadGen, an executive business-to-business appointment setting firm, has many competitors. There are many reasons companies should use LeadGen; LeadGen provides quality leads from professionals that represent your organization as a seamless extension. They create lead generation programs to fit your needs. They also offer insight into other areas such as competition and marketing.

Are you evolving? Is your company evolving to meet the needs of the market? McDonald's has evolved with the market. They were authentic as a hamburger chain, but with the introduction of Starbucks, McDonald's evolved and introduced McCafe to its locations. What does the market want and are you offering it?

Who are you relevant to? Is your product or service designed for a particular market? We all wear socks, but the socks that are sold at Dollar Tree were created for a different market than those sold at Neiman Marcus.

The questions may seem basic and common sense, but they are needed to break down the relevance of your product/service to the marketplace. Knowing where your product belongs will help you determine how to market and sell to prospects.



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About Brian Campagna: Brian Campagna is the CEO of EAS LeadGen. A leader in the sales support and lead generation field. Prior to founding LeadGen, Brian was Vice President of Sales & Marketing at Kroll, Inc., where he defined, developed and implemented marketing strategies, management processes and sales support tools across Kroll's 3,900-employee organization. Prior to joining Kroll, Brian worked as the Executive Director of Assurance and Tax Business Development at KPMG LLP. His core responsibilities included the development and implementation of revenue-generating marketing and sales plans. Brian earned his Bachelor of Science from Purdue University and holds a Masters in Business Administration from Pace University.

