

Elevate Manufacturing Sales in 2024

Aligning sales and marketing fuel revenue generation and brand awareness



Align Sales and Marketing in Manufacturing

- Promote Unique Selling Points, engage with SEO content, compete across markets for brand elevation.
- Personalize lead nurturing across diverse marketing channels for generation of high-quality leads.
- Leverage sales feedback and marketing assets to optimize leads, boosting conversion rates and revenue.
- Simplify purchasing with trained reps and e-commerce. Enable remote collaboration for approvals.
- Enhance retention with personalized communication, leverage analytics for tailored customer experiences to foster long-term relationships.



Social Selling through Social Media Platforms

- Social selling expands reach by connecting salespeople with diverse audiences beyond geographical limitations, showcasing expertise and attracting prospects.
- Social selling builds trust by fostering authentic interactions, demonstrating credibility, reliability, and understanding of customer needs.
- Social selling accelerates sales cycles by swiftly identifying, qualifying, and nurturing leads through tailored social media interactions.
- Social selling tracks and utilizes manufacturing trends via active presence on LinkedIn, Twitter, and Facebook, while enhancing sales strategy.



Continuously Improve Manufacturing Sales Strategy

- Boost manufacturing sales with strategy, tools, and grit.
- Utilizing CONNEX Virginia, an online database and communication platform for Virginia manufacturers, enhances continuous improvement efforts for manufacturers.
- Improve sales with real-time supply chain analysis and connections through CONNEX Virginia.



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By facilitating connections and providing real-time analysis of supply chain risks and opportunities, CONNEX Virginia improves sales and marketing strategies for manufacturers.