



GIRAFFE SELLING

How much has your organization evolved to meet the changing needs of your customers?

OLD SCHOOL

ASK YOURSELF?

GIRAFFE'S VIEW

Cold Calling

When did you last buy anything from someone who called you? Give away your ideas and let the customers find you. How will they find you?
Keep reading

Inbound Marketing

Give Your Time

What do customers value more, your time or their time? The more time you can save them, the more valuable you will be.

Save Their Time

9 to 5

Do you surf the web between 9 to 5? Bankers' hours are unacceptable. You must be a valuable resource any time, day or night.

24/7

Off the Rack

Who knows more about your specific needs and desires than you do? CUSTOMers want "custom" solutions, not off the rack products.

Custom Built

Product Salespeople

Who knows more, Del the Salesman or Google? Customers don't want more information, they want recommendations that pertain to their specific situation.

Problem Solvers

Sell

Customers aren't looking for salespeople. Customers are seeking subject matter experts. How will you educate your future customers and be seen as valuable?

Educate