

Personalization in Sales: Why it Matters And 6 Tips for Doing it Well

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Here are a few tips from insightful leading sellers, sales coaches, and LinkedIn Sales Insiders

1. Mix old-school tactics with a new mindset

- Nick Cegelski combines cold calling with personalized approaches, integrating traditional persistence with modern personalization through thorough research and tailored introductions, resulting in increased success in sales.

2. Make the most of your prospects time

- Jen Allen-Knuth earns the privilege of her prospects' time by conducting thorough research and crafting personalized outreach. By prioritizing the buyer's objectives and showing genuine curiosity, she achieves higher response rates and builds integrity in her sales approach.

3. Immerse yourself in your client's world

- Cherilynn Castleman dives deep into her buyers' world, using data and research to understand their needs and motivations. By offering valuable insights that resonate with buyers, she captures their attention effectively.

4. Send a thoughtful gift

- Both Sarah Brazier and Samantha McKenna leverage the impact of personalized gifts in their sales approach, using them to initiate meaningful conversations, source leads, and build lasting relationships with clients, showcasing their dedication to understanding individual interests and milestones.

5. Focus on client needs – and not your quota

- David "J.P." Fisher's success in sales is rooted in his service-oriented approach, where he prioritizes addressing buyer needs over meeting quotas, resulting in a high closing rate driven by selling only what the customer genuinely requires.

6. Personalize your approach well into discovery

- Rob Humphrey's approach to personalized discovery involves asking insightful questions about his buyer's career aspirations and personal goals, fostering trust, understanding, and mutual success in the sales process.