

How to Pivot Your Marketing & Sales Team to a **Customer-Centric** Approach

Data, metrics, and quotas are the driving forces behind marketing and sales teams, as they work hard to achieve objectives and goals for their companies.

However, too often these two teams are solely focused on numbers. How many calls can I make in a day? What is the revenue of this company I'm reaching out to? Are we seeing ROI for our marketing efforts?

While those questions are relevant to your team, it's the people behind the numbers that are helping your business grow. It's the decision makers, the people with buying power, and the people actually using your product that need you to communicate with them on a one-to-one level.

This granular level of interaction and engagement is achievable, and more than likely, you have the customer data you need to get started. Unifying contact data fragments across channels into a single customer view is the first step to unlocking insights into your audience and communicating in a more meaningful way.



Know Who You're Talking to

[38% of salespeople](#) say getting a response from prospects is getting harder. How do you find your customers? Are your sales reps scouring LinkedIn by job title? Is your marketing team buying email addresses from other companies? Are you [relying on personas](#) to match experience and industry to who you think would reply to your email?

Using social handles, affinities, preferences and activity measures, you can create meaningful first touches and interactions with the people you've identified as your ideal customer. With simple profile enrichment, using publicly available information, you can get a complete contact record inside your CRM, apps, and workflows. You'll know the key people within an organization so you can start your engagement with the right person using the right message. Take advantage of knowing social, demographic, affinity, and interest data to understand who you're reaching out to and why they should care what you have to say.



Humanize Your Outreach for Better Interactions

There are a few different ways you can create an authentic engagement with a prospect or a customer. First, ditch the script and do research to understand what it is you're solving for your customer. While talking to customers about FullContact, our team approaches each conversation as a learning session. Our account executives find out how familiar the person on the other end of the phone is with the concept of identity resolution and enriched customer data. They dive deeper into their processes to find out if they have trouble connecting customer data from different parts of their business.

Learning what pain points your company can help solve instantly provides an authentic engagement with tailored use cases and anecdotes of success. You can speak to the exact way you can help their business succeed – information that can be shared with your marketing team to further inform customers and prospects of your value proposition.



Connected Contact Data + Single Customer View = ROI

When you combine accurate, up-to-date customer data inside a powerful CRM like Hatchbuck, you'll be able to nurture prospects and inform customers with relevant, valuable messaging. Knowing exactly the type of people most likely to buy through automation and interactions makes prioritizing hot leads even easier for your sales team. Tracking when hot prospects exhibit buying behavior, like reaching a tag score, clicking a specific link, or visiting a conversion page on your website gives your sales team the context they need to personalize their outreach.

At Hatchbuck, we use the CRM and marketing automation capabilities within our own tool to make sure no one is slipping through the cracks. With the help of FullContact, we're able to get a more complete view of our prospects and customers so that when we segment our audiences and send emails, we're sending the right content to the right people at the right time.

**Learn how we can help at
www.fullcontact.com/what-we-do**



FullContact

FullContact is the world's open cloud-based identity resolution and insights platform that enables people to fully identify, describe, and authentically connect with each other, human to human. Our patented identity graph provides a unified view of people across their personal and professional lives enabling deeper understanding and empathy in every interaction.



Whether you're big, small or somewhere in between, Hatchback makes every relationship count with all-in-one marketing automation, CRM and email marketing tools built for the way you work. We promise you won't find a team as committed to your success as ours. Get up and running fast with personal, one-on-one training and live support.