

## Easier to Buy and Easier to Sell

5MetaCom's approach to advertising technical and scientific products  
Part I: How companies can overcome barriers to buying and selling



**G**etting and keeping customers. It has become even more complex in today's marketplace. Why? The list of reasons seems endless. This three-part series starts by examining some of the most common ones for technical and scientific companies in Part I. In Parts II and III, we'll look at a couple of marketplace perspectives designed to make technical and scientific products easier for customers to buy and easier for companies to sell.

### Marketing technical and scientific products in today's marketplace

Marketers face many challenges. Product and service categories have subdivided. So buyers have more choices. Compounding that: an increasing rate of marketplace change and rapid turnover of buyers and sellers. Not to mention companies continue to accelerate the new product development cycle.

Given these complexities, it's hard, if not impossible, to reach each prospect personally. Multiple decision makers—along with the people influencing them—are hidden. Prospects screen out your attempts to contact them. Adding to that, you may have more restrictions on what you can say and how you can market products.



*Competitive products offering similar benefits often look the same to potential customers.*

Chances are, marketers sometimes easily mistake complicated product terminology as being universally understood. Sometimes that's the case. But often it's not. Often there are minute—even unnoticeable—differences between you and the competition. Customers struggle to evaluate product options. And sellers combat the threat of product parity, or worse yet, extinction.

Together these factors make it difficult to identify and communicate with the right audience. What can you do? Maybe you could just hire more sales reps. Or work even harder. But if you've given up on these approaches, there's another way. You could make your products and services easier to buy and easier to sell.



## How do you know if “Easier to Buy and Easier to Sell” is for you?

To decide if these marketplace concepts have a fit for your company, consider:

- **Informally auditing your product communications.** Review some of your latest pieces. Do they highlight customer benefits? Simplify complex terms? Make information easy to understand?
- **Sampling a small group of customers.** Show some customers and prospects a few of your marketing communications materials. Ask them whether they could more easily make a purchase as a result of your communications.
- **Getting input from your sales force.** Ask a few sales reps how easily they can sell products using your current marketing materials. What would make their job even easier?
- **Coordinating a larger focus group.** If you’ve got the time and budget, formally test your marketing messages and creative with potential buyers and/or your sales force.

## What is “Easier to Buy and Easier to Sell”?

These two concepts probably sound like the same thing. But they’re not. They describe two different ways of looking at and communicating about your products in the marketplace. The “Easier to Buy” aspect emphasizes the customer’s point of view in the way companies market products. On the other hand, “Easier to Sell” emphasizes ease and efficiency for the seller—you.

## What benefits does “Easier to Buy and Easier to Sell” offer to marketers?

- **Lets you charge premium prices.** By gaining full credit in the marketplace for your product’s benefits, you can better justify a higher price.



- **Avoids product commodization.** Differentiating your unique benefits prevents buyers from viewing your products as commonplace or the same as competitors.
- **Leads prospects from awareness and interest to product adoption.** When products are difficult to buy, potential buyers more easily get off track in moving from initial awareness to a purchase decision.
- **Maximizes the impact of your sales force.** An easier, more efficient sales process ideally leads to more sales.
- **Aligns your sales and marketing efforts.** Sales and marketing work from the same path. And toward the same goals.

*To find out more about the concepts of “Easier to Buy” and “Easier to Sell”, look for Parts II and III of this series coming soon from 5MetaCom.*