

THE MOST
EFFECTIVE
MARKETING
STRATEGY

SaleStream



THE MOST EFFECTIVE MARKETING STRATEGY

“Approach prospects as a buyer of their products and NOT as a seller”

The most effective strategy for attracting and recruiting clients into your Excess Capacity Exchange business is to utilize the **BUYER’S APPROACH**.

The **BUYER’S APPROACH** means that you approach prospective clients as someone who is interested in buying their products, and **NOT** as a seller of any product or services.

Reel in your prospects by having a set amount of future sales volume you are willing to commit to bring **in 24 hours**.



WHAT WILL HAPPEN
WHEN YOU
APPROACH
PROSPECTIVE CLIENTS
AS A BUYER?



BUYER STATUS ASSUMED:

The gatekeepers will assume **you are a buyer**.



VERY IMPORTANT MESSAGE:

Your message will be regarded as a **very important message** as a potential buyer.



HIGH RESPONSE RATE:

Your request to buy the prospective client's products is virtually **guaranteed to be passed** on to the staff in charge of sales or business development and responded to accordingly.



ASK ANY QUESTIONS:

You can ask most any question and **expect a favorable response**.



NO OBJECTIONS:

You will not face **any objections**.



THE BUYER'S **APPROACH**

PROCESS

STEP **01** PRODUCT INQUIRY OR PURCHASE REQUEST:

**Send a general inquiry about the products
of the prospective client.**

For example, to approach a prospective client
as a buyer, **you could say:**

“

We are interested in
purchasing your complete
inventory of products.

”

“

We need to **purchase \$75 million** worth
of your fabricated steel products. Could I
speak with the owner for a moment to
discuss the **TERMS of this purchase?**

”

“

“We would like to **buy 2,450**
units of your 2016 Rolls-Royce
Phantom from your company.”

”

Alternatively, you could request to **buy a specific amount
of products** by sending a purchase request indicating types,
quantities, and prices for the prospect's products.



THE BUYER'S **APPROACH** PROCESS

STEP **02**

PROSPECT RESPONDS:

Your request to buy the prospective client's products is virtually guaranteed to be passed on to the staff in charge of sales or business development and responded to accordingly.



You should be able to get at least

20% response rate to your messages,

if your message is **sent to the right target** audience.

This means that at least, **one in every five** prospective client sent your purchase request, **is guaranteed to respond** to you message.



THE BUYER'S **APPROACH**

PROCESS

STEP **03**

YOUR FOLLOW-UP RESPONSE:

Your **follow-up response to the prospects** that responds to your product inquiry or purchase request is to **explain the initial steps they need** to take for you to buy the amount of products stated in your earlier message to them.

The **steps the prospect is required** to take to get you to purchase their products are:

01

Register
a free account at
www.salestream.org

02

**List your products
for sales** according to
the purchase request sent.

03

Get paid
in 24 hours.