

WHAT IS AN ARTESIAN VIP SESSION?

(AND WHY YOU SHOULD BOOK ONE...)

Artesian isn't just for your Commercial teams. Senior Executives benefit from using Artesian with the right profile set up.

WHATS COVERED IN A VIP SESSION:

... The VIP senior executive 1:1 sessions designed to align your profile to what is important to you, demonstrating the immediate benefits of deeper insight-driven customer engagements and relationships.

... Learn to further build your reputation and credibility as a senior leader by sharing relevant articles, blogs etc onto LinkedIn and Twitter as well as internally to other stakeholders within the business. See how the service tracks how many people view your post or share it.

... Discover how to easily track changes in your market and competitor performance and identify risks or emerging opportunities before anyone else.

... Find out how to use Artesian to understand buyer personas, look for buying triggers and work out how your product/service can add value.

To get started all we need is an investment of 1 hour of your time. We'll come to you - depending on location. All we ask for is some info on your customers and prospects in advance so we can load them prior to the session.

3 HABITS OF SUCCESSFUL BUSINESS LEADERS:

HABIT 1 – QUICK RESEARCH ON THE MOVE

When at a networking event or preparing for a meeting, access the very latest insights, breaking news, directorships, corporate structure and reference financial records in one consolidated view.

HABIT 2 – THE DETAIL YOU NEED TO KNOW

- You can't afford to miss what your competitors are doing and changes in your market. We'll cover how to gain first-mover advantage with commercial insights, financial data and news that you and your teams can act on and outsmart competition.
- Keep in touch with your largest deals, named accounts and your first customers by adding them to your watchlist. We'll get you set up in minutes so you never miss a thing.
- Get into the habit of tracking companies outside of your customers and prospects. These can include competitors, regulatory bodies, key players in their customers' industries and more.

HABIT 3 – BUILD YOUR INFLUENCE

If you think about the process you go through when you are meeting someone new you will probably check LinkedIn? Since 49% of buyers research sales reps on LinkedIn and 50% avoid reps with incomplete profiles, making a strong first impression has never been so important.

A good LinkedIn profile should do more than tell you what someone's job title is or where they have previously worked. It should tell you why it will be beneficial to meet and what you stand to gain. The same is true in reverse! Your customers are checking you out too.