



Social Sales Link™

7

Types of Content Sales Professionals Needed For The Buyers' Journey





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Content before their need.



Top of Funnel



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Content that creates curiosity and gets prospects thinking differently about their current situation.



Top of Funnel



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3



Content that offers social proof (case stories).



Middle of Funnel



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**Content that overcomes
objections.**



Middle of Funnel



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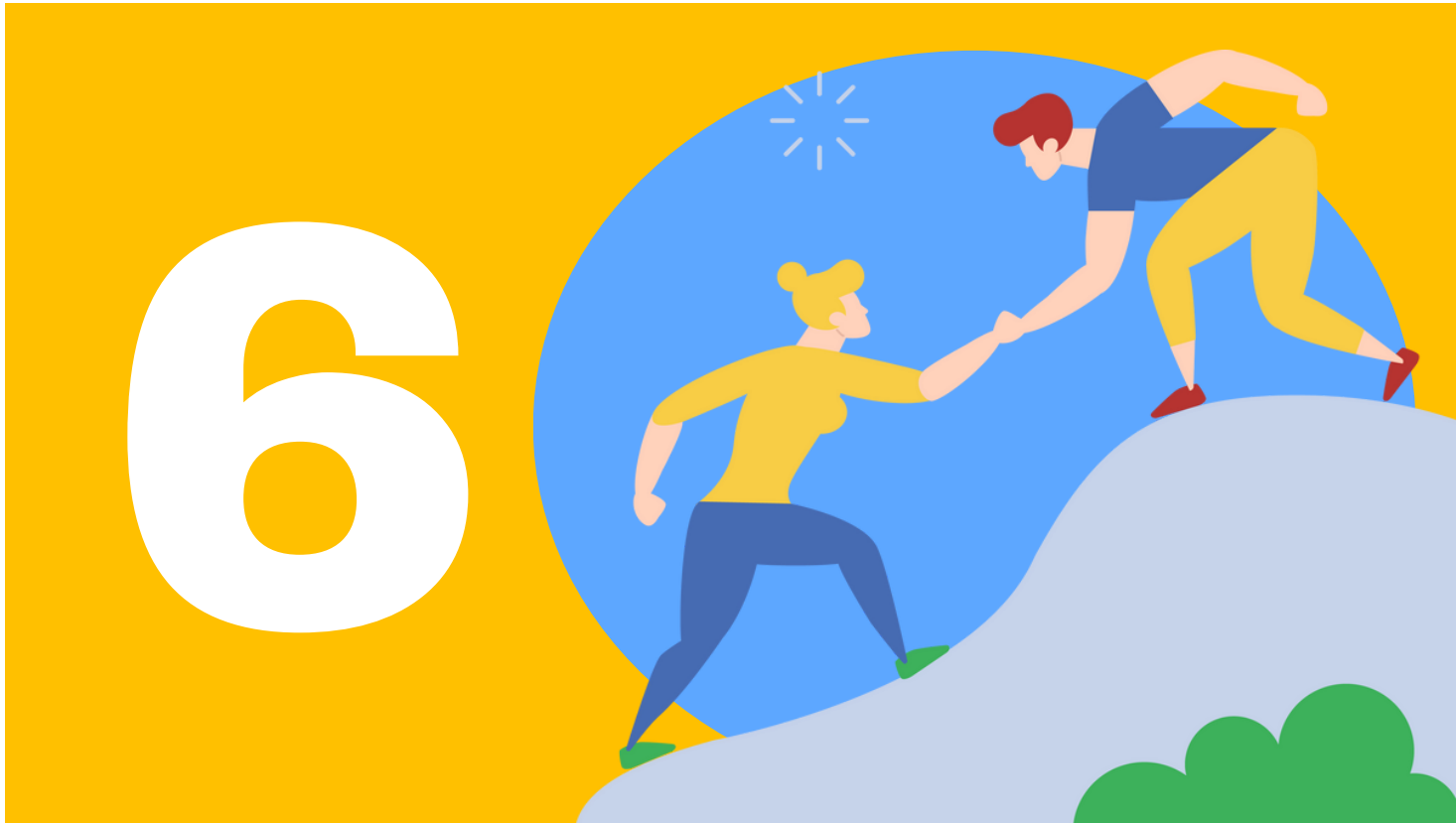
Content that gives you the competitive edge.



Middle of Funnel



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**Content that helps your
buyers sell you internally.**



Middle of Funnel



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**Content that helps you to
cross-sell/cross-solve.**



Post-Sale

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