

OUTBOUND-MARKETING – ACTIVE SALES

Is active or passive selling more successful?

The term outbound marketing is known from telephone sales. Salespeople approach people unsolicited and try to sell them products. The success of this strategy depends on the quality of the address material. The greater the need of the contacted persons for the product, the higher the rate of sales. This sale has a bad reputation. People perceive it as intrusive. In contrast, with inbound marketing, the company waits for the customer to make the first step. In telephone sales, inbound sales employees answer incoming customer inquiries. The challenge with this strategy is to be found by customers with appropriate needs. Both sales strategies are also promising in terms of job searches. Companies are increasingly looking for more specialized profiles. Specialists and managers, for their part, have ever clearer job and work environment requirements. Therefore, both sides are more targeted in their search and address interesting counterparties directly.

Initiative application as an outbound marketing strategy

With the inbound strategy from the employee's perspective, applicants create a meaningful appearance on social networks (LinkedIn). This ensures that companies with interesting jobs can find them. In this constellation, the company pursues the outbound strategy by specifically searching for suitable candidates. If the applicants choose the active strategy, this is called an initiative application. As mentioned above, the more precise the information about possible positions and the company environment, the more successful this strategy is. To achieve this, applicants must proceed in a considered manner. Most of the work is done as research before the application. In contrast to the example above, direct applications are not product sales but investment sales. If carried out carefully, this is well received by the contact persons on the company side. I recommend both strategies to specialists and managers, both of which can lead to success.