

Present, Inspire and Sell Marketing Model

Created by Coach House Consulting

The ***Present, Inspire and Sell Marketing Model*** is a strategy that focuses on presenting valuable information and insights to the target audience and inspiring them with the potential benefits of a product or service, ultimately leading to a compelling reason to purchase by addressing their needs and desires on an emotional level.

Key Elements of the *Present, Inspire and Sell Model*:

Present:

1. Educate: Provide relevant knowledge and understanding of the problem or challenge the customer faces through content like blog posts, webinars, or informative videos.
2. Establish credibility: Position yourself as an expert in the field by sharing data, case studies, customer feedback and testimonials.
3. Build a rapport: Connect with the audience on a personal level by addressing their pain points.

Example: New nVent RAYCHEM XTVR Launch [Email Prototype](#).

Inspire:

1. Emotional appeal: Tap into the customer's aspirations and desires by showcasing how your product or service can positively impact their lives.
2. Visionary storytelling: Describe the ideal outcome and the transformative impact of your offering in a clear and compelling manner.
3. Social proof: Leverage customer reviews, success stories and testimonials to effectively highlight the value proposition.

Example: Hot Water Solutions RELCON Blog Post [Email Prototype](#)

Sell:

1. Clear call-to-action: Clearly state what you want the customer to do next, whether it's making a purchase, signing up for a trial, or requesting a demo.
2. Targeted offers: Present compelling pricing and attractive incentives to encourage potential customers to take immediate action.
3. Personalized approach: Tailor your sales pitch to meet specific individual customer needs.

Example: Protect Your Facility from Costly Thermal Failures [Email Prototype](#)

Benefits of Using the *Present, Inspire and Sell Model*

1. Stronger customer engagement: By providing valuable information and addressing emotional needs, customers are more likely to actively engage with your brand.
2. Increased brand loyalty: Building trust and connection through educational content can foster long-term customer relationships.
3. Higher conversion rates: When customers feel inspired and understand the value of your product, they are more likely to make a purchase.

Key Takeaways

1. Focus on customer needs: Deeply understand your target audience's pain points and aspirations to tailor your messaging accordingly.
2. Build trust and credibility: Establish yourself as an expert by providing valuable content and demonstrating genuine interest in helping your customers.
3. Emotional engagement: Use storytelling and impactful visuals to connect with your audience.