In Sales/Marketing, how big is the problem of education for your users? Are there gaps of knowledge between different customers, or are you usually working with someone with strong technical knowledge?

It seems that there isn’t necessarily a clear market leader in this space. What differentiates Brightedge from competitors (Conductor Searchlight, SEOMoz) that is going to make this company beat the others in the space?

1. Product
2. Company culture/ values/ goals

How is customer feedback gathered at BrightEdge?

Does BrightEdge plan to move into the fields of SEM, Display Advertising, Web Analytics, etc. for a more holistic approach?

I know that recently Google announced that they will be encrypting all searches in the coming months. I also read from a lot of different users of BrightEdge that BrightEdge excels beyond their customers in the area of content. Will a shift towards content mean that BrightEdge will gain an advantage over competitors? What is BrightEdge’s plan to circumvent, or even take advantage, of this?

Content Auditing

SELLING PRODUCT THAT ACTUALLY WORKS 🡨 comment from many of the reps

Taggle 🡪 Started a blog, got people to click through to our site (Yelp, quora, tshirt forums, social media, etc) EXTERNAL LINKS, content

End goal 🡪 product management or marketing, sales will help me get to know the product and the client’s needs

Why is the client going for other products?

Skills needed for a sales position

* Strong communication (not only as a presenter, but also a listener)
* Belief in the product/ Enthusiasm for the product
* Resilience 🡪 get the sale DONE regardless of whether there are challenges