

# What is Use Case-Based Selling?



Follow this checklist to implement for your first use case-based selling campaign and discover the difference for yourself!

You specialize in a specific niche or industry

You understand the everyday challenges facing companies in your target industry

You understand the needs of the industry

You know the pain points of the industry

You're targeting contacts with similar roles and job titles (your buyer persona)

You're incorporating success stories from other customers in your pitch

You're leveraging customer feedback and reviews (from Capterra, G2 etc.) in your pitch

You're building connections with people in your industry who can provide testimonials

You're regularly engaging with decision-makers or users in your industry on social media (LinkedIn, etc.)

You're creating dedicated campaigns and landing pages that target industry-specific audiences