

## 5.14: What Do Marketers Do?

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Utilize LinkedIn to find two sales managers in your geographic area and invite them to connect with you. Try using what you now know about segmentation, targeting, and positioning to consider industries you'd like to work in, where they might be located, and how you can make your resume appealing to them. Can you craft a compelling message that encourages sales managers to connect with you? Once linked, "interview" at least one sales professional and ask questions about what they enjoy most and least about their sales careers.

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