

Recession Proof Selling



As the economy changes we have to be at the top of our game to keep pace with those changes.

Best practice has to be applied consistently in order to keep moving forward and hitting business and performance targets.

Here are some questions to ask yourself to help you recession proof your sales.

Take time to consider each and every one. It is not the question but your thinking around the answer which will help you to move forward despite the economy. These questions apply whether you are a sales manager or director, a sales person, or a business owner.

- £ What have you been doing differently to keep pace with the economic changes?
- £ What has been different about your sales and marketing to help you gain, retain and grow business in this current climate?
- £ How many customers do you have?
- £ How many of them have you made contact with this year?
- £ What have you been talking about?
- £ How have they reacted to what you have to say?





Remember some estimates show that it costs 14 times more to win new business than it does to get repeat business

£ What are you doing for your existing customers, and more importantly for your best customers?

£ What are you offering your key customers to help them and protect them against your competitors?

£ How often do you stay in touch with leads?

£ How could you increase that?

£ How are you creating and supporting sales and marketing excellence?

£ What are you doing to develop your own personal thinking, sales practices and skills during this time?

£ If a manager or director what are you doing to develop the thinking, sales practices and skills of your people?



Let us help.

Need someone to talk through the challenges you're facing? Then our telephone coaching session may be just the thing, whether you're looking for ways to motivate your team, or to think through your own strategy. We can help.

Book your session by telephoning 0845 450 0988, if we don't help you come up with practical ways you can improve your results, then we'll give you your money back.

And the cost? Just £150 per session. Call 0845 450 0988 now to find out more or go to www.intelligentdialogue.com/telephone-coaching.html