



Making Sales in a Down Market

By Bryan Foe

When the economy is hot, every sales team is the best. But when the economy is struggling, competition decreases, as some competitors will choose the path of a deficiency mindset. Companies with a growth mindset prefer to broaden their view and find opportunities for new geographies, industries, and services.

When the economy is struggling, growth-minded organizations focus on these things to build business:

Make investments in relationships based on trust

- ▶ Connect with the right companies
- ▶ Engage with the best people
- ▶ Clean out and be true to your pipeline
- ▶ Be visible in the marketplace. There is nothing to hide from

Reframe your value proposition to reflect reality

- ▶ Describe your value with these factors in mind:
 - What can you do for your customer?
 - How can your company Differentiate from the field?
 - Can you highlight in bold terms your value proposition?
 - Can you show proof through testimonials?

Increase investment in people and your sales process

- ▶ Implement or bolster a sales methodology
- ▶ Double down on coaching and training
- ▶ Be consistent with the rigors of sales management
- ▶ Avoid being bogged down in the details of the numbers

No matter the market conditions: ensure you have a winning attitude and share it with your team. Companies with a winning attitude and a culture for success sell more, in any market. Companies maintaining a positive attitude know customers have new and even greater needs to be met. These organizations also know their competition is encountering challenges that clear a path for driving new business home.

Successful companies understand that a positive outlook improves the chances of winning. It starts at the top with communication, energy, ongoing motivation, and support.