

surviving in a recession

SKILLSHOT™ clinics



Is it taking you longer to close a sale?

Are buying decisions more closely scrutinised and customers more risk-averse?

Even when a buyer wants to talk business, are you finding negotiations almost exclusively focus on price?

Customers are ordering less, delaying decisions, trimming the number of suppliers, and reducing budgets. Our response? We may call prospect lists indiscriminately, blindly focus on unpromising leads, fail to effectively differentiate ourselves from the competition, or drop price without considering the long-term implications.

What can we do? Many people think that there is nothing we can do, and do nothing! But 'nothing' is futile thinking. We need to step back and develop and activate recession-fighting strategies, designed to maximise our performance during the downturn and geared to help us accelerate as the economic pendulum swings in the direction of recovery and growth.

In 2 hours you will

- Learn how the recession is **impacting** your customers and the effect this can have on securing business
- Identify the **sales traps** caused by a recession and how to avoid them
- Develop a clear set of actions required to **retain**, **grow** and **acquire** customers

What next?

Contact us by calling **08700 704242** or email: **info@4ty2.co.uk**

SKILLSHOT™ approach

Intensive, high energy, acutely focused performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals in a recessionary market

SKILLSHOT™ clinics

Engaging your customers

Utilising a consultative selling approach to differentiate yourself from the competition and to generate customer trust and loyalty

Building a robust pipeline

Improving hit rates by adopting a strategic approach to prospecting resulting in fewer cold calls and higher conversion ratios

Making cold calls count

Turning cold calls into productive conversations that increase your call to appointment conversion rate

Negotiating in a demanding market

Standing-up to, and counteracting, well trained, experienced negotiators

Managing the sales process

Taking control of the decision-making process and ensuring it operates to your deadlines

Developing a differentiating value proposition

Designing, developing and delivering a business winning case

Expanding your sphere of influence

Achieving the coveted status of 'insider' provider

Something different?

If you, or your business, would benefit from a more integrated or customised approach, we would be happy to build a solution for you using our **Sales Health Check** methodology