



SELLING UP IN TOUGH TIMES

SALES & MARKETING PROGRAM

“Selling Up in Tough Times” is not just a workshop or seminar, it is an attitude adjustment!

One of the great penalties of the longest business expansion in U.S. history (the Nifty '90s) is that an entire generation of sales professionals have worked all of their professional lives knowing nothing about selling in hard times and how to deal with them. Even if you do remember downturns in the '70s or '80s, selling in a recession is likely but a distant memory. So, what's the plan? What are the selling strategies and tactics for contracted business cycles and businesses that can be disrupted at any time? This workshop/keynote will discuss the skills, the strategies, and the solutions to respond positively and creatively in these potentially stressful times.



Program Goals

What you will learn:

- ✔ Understand what Consultative Selling is and is not
- ✔ Learn the key steps in adjusting attitudes toward customers and conditions, while adding value and maintaining margin integrity
- ✔ Begin to look at adjusting selling skills to better fit contracted business cycles
- ✔ How to leverage and harness the powers of good-will and 'care-man-ship' into renewed customer relationships and new customers
- ✔ How to leverage and harness the powers of the internet and search engines such as Google and Bing to build and enhance your sales pipeline

Understanding the Nature of Selling Up in Tough Times:

- ✔ Techniques for managing your existing customer relationships
- ✔ Recognize techniques that will enhance your most valuable relationships
- ✔ Avoid personal factors that will limit your willingness to change with the times

Understanding the Selling Up in Tough Times Process:

- ✔ How to discover the changes needed
- ✔ How to create new strategies and tactics
- ✔ How to understand what is in the customer's world these days
- ✔ How to differentiate yourself from the competition
- ✔ How to create value propositions that offer lasting value
- ✔ How to beef up your basics in a pessimistic business climate
- ✔ How to develop and write Unique Value Propositions (UVP) with ROI focus
- ✔ How to achieve your goals and objectives



Who should attend?

- ✔ Individuals or organizations that are customer oriented
- ✔ Individuals or organizations whose job it is to produce sales results regardless of economic conditions
- ✔ Individuals or organizations experiencing confusion as to how to proceed and formulate a successful sales strategy/process in today's conditions
- ✔ Individuals or organizations who need a sales skills adjustment to prepare for the 'new game out there'
- ✔ Individuals or organizations that want to remain positive in a seemingly negative business environment



Duration

- 45-60 Minute Keynote
- 2-4 Hour Breakout Session
- 6-8 Hour Full Day Training

This program can be customized for any event including:

- ✔ Breakfast / Lunch / Dinner
- ✔ Recognition Ceremonies
- ✔ Sales Meetings
- ✔ Management Conferences
- ✔ Corporate Retreats
- ✔ Special Events