



## Opportunities amid economic turbulence

Even during turbulent economic times, opportunities exist. They are, however, unevenly distributed. Economic instability does not imply a retreat from technology, but it may require refocusing or relaxing boundaries. Business Intelligence (BI) and integrated communications technologies can help organizations better understand the world that exists by rapidly revealing changes in customer or market behavior. Communications technologies can also extend the reach of the organization to keep customers close during times of uncertainty.



## Tips to Improve Your Sales during economic turbulence

1. **Build a systematic process:**  
Build a process that allows you to combine your business philosophy and a potential customer's need. This will allow you to recommend a technology solution for your customer.
2. **Develop customer profiles from past successes:**  
Find the common characteristics from these profiles then target similar customers during prospecting. This will help eliminate businesses owners who don't match your process and increase your chances of a sale.
3. **Develop effective marketing collateral:**  
A newsletter is one the most important investments you can make in your business over the next 18 months. Share your business philosophy and how you can use technology to make your customers more profitable during an economic decline.
4. **Develop "perfect customer" criteria and qualify them. (SPIN Selling)**
  - Situation (Deal with the facts about the buyers existing situation.)
  - Problem (Ask about the buyer's pain and focus the buyer on this pain while clarifying the problem, before asking implication questions.)
  - Implication (Discuss the effects of the problem, before talking about solutions, and develop the seriousness of the problem to increase the buyer's motivation to change.)
  - Need-payoff (Get the buyer to tell you about their explicit needs and the benefits your solutions offer, rather than forcing you to explain the benefits to the buyer.)
5. **Disciplined prospecting:**  
Focus, focus, focus
6. **Develop customer case studies and testimonials:**  
And give those happy customers something in return.
7. **Up sell often:**  
Always talk about your total solution set and do it consistently.
8. **Stress value-added services:**  
Talk about your value, don't talk about products features.

