

# CNA - Selling in difficult times

Many companies are struggling and their sales are down considerably. Yet, business must go on regardless so sales and marketing efforts become critical.

So we need some ideas that can help during difficult times.



## *We suggest you look at the following*

- adapting your target market
- creating a niche around yourself to stand out from the rest
- look at the media you use, monitoring the response
- your internet profile, your internet sales?

## **Check Your Attitude**

It is very easy to believe that the economy is going poorly and in doing so cause your business to suffer. Don't sit there waiting for the **'hammer to fall'** Don't decide it is all over, the most important thing you can do is to maintain a positive attitude and focus on the things you can do and the needs of your customers. This is the time to work smarter and focus on the fundamentals of sales and marketing.

## **Adapt Your Target Market**

Change or modify your target market. Research your business core & supplementary areas, look at the dominant groups. Is your business aimed at the minority group? Is there a natural addition to your product portfolio that you can introduce? Is there a product or service missing from your market place that you could fulfil? More easily, look at your own customer service, is it as good as it could be? What's missing? Sort it. Always remember, people buy people & if your customer service is better than your competitors...they will buy from you.

## **Check out the media you use**

When was the last time anyone asked a customer where they had heard of your business? If we are honest...probably never. It's not easy monitoring response, we need to be very disciplined, ask everyone who comes in or telephones, but the bottom line is, if we don't...how do we know which ones are working and which ones are not?

Keep a record of the publications, what you advertised, when and make notes on response levels, that way you can decide if the product is cost effective or not. **If it's not? Drop it!**

We cannot afford to do what we have always done. We need to be more discerning about where we spend our hard earned money.

Make no mistake, you do have to advertise and market your business, you can't afford not to however you have to be geared up now...**if you snooze...you lose**



### Internet Profile

Do you have one? It's amazing how many businesses do not have an email address let alone a web site. What we have to accept is that the retail process is changing. More and more people are buying on-line

Helen Loveless, in The Mail on Sunday (7th September) reports on the **ONLY** business sector not suffering from the credit crunch are online businesses they seem to be bucking the trend.

In the first six months of this year shoppers spent more than £26 billion online – up 38 % on 2007 and equivalent to 17p in every £1.

### Experts say this could be a good time to set up an online business.

Many software providers, such as Microsoft and Apple, include free website creation tools in their business packages, which allow users to create websites. We also have the lovely Jo on hand and 121 Business Coach who have special packages that provide you with a press release and set you up with a web presence. So it doesn't matter who you choose, pick an expert **NOW** and **START TODAY**, because your competitors are already online

### People Love to Buy

People love to shop and buy no matter what the economy is doing. This is true in both business-to-business and consumer marketing and sales.

Consumers love to buy that new gadget or item that makes them feel good.

Smart businesses' are always looking to invest in products and services that help improve their business.

Keep an eye on your own reaction to news about the economy or business in general. There are many opportunities available to those who stay positive and focussed on sales and marketing fundamentals in turbulent times.

Don't forget, reports about the economy can be misleading. The media usually does not report all the facts. They tend to focus on the negative side and only report positive news if it is a big story.

*So, it's not all bad news. Start working smarter today.*

