

10 Sales Strategies for a Down Market

Slow sales. Recession. Down market. Words you hear these days over and over both in the news and from your own company.

Today's environment is challenging to almost every sales team, and yours is likely no exception.

At times like these, it's the forward-looking sales organizations that pull away from the pack. They're the ones who alter their plans to reflect what's happening in the market. They don't hold back and they continue their strong focus on the future. Our experience confirms that this is the time to demonstrate what makes you different and the value you bring more than ever.

In this article, we tracked down 14 sales executives from various industries to see what they are doing to rev up sales in these challenging times.

They shared with us how they are becoming more efficient and aggressive in order to survive and grow.

Take a few minutes to read the article using the link below. Save it and send it to your team. It will provoke and challenge your and their thinking. But most importantly, you will come away with some ideas that can help your team "pull away from the pack."

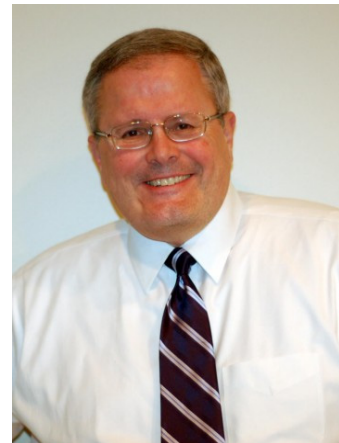
Happy Selling!

[View the complete Sales Strategies for a Down Market \(pdf\)](#)

Check out the latest book on Sales Leadership:

[Catalyst5 - Making the Leap from Sales Manager to Sales Leader](#)

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