

Growth Strategies in a Tough Economy

*Fusing Technology to Drive Growth
and Profit*

Presented by Bill Hammer

sage

Who Is Sage?

Sage is the business management software company truly focused on the needs, challenges, and dreams of small and medium-sized companies.



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Key Industries Sage Serves In North America



Construction



Non-Profit



Healthcare



Manufacturing



Distribution



Real Estate



Ways to improve and grow business

- Change your sales mindset
- Understanding your markets and your customers
- Leveraging Technology



Economic downturns actually help....

- Weak competitors die or get acquired
- Organizations remove waste and improve efficiencies
- Organizations move to protect the customer base
- Innovation occurs
- Opportunities are created for the stronger to remove competitors & increase market share
- Unprofitable lines are jettisoned, technology is improved to reduce fixed and variable cost.
- The consumer enjoys better service.
- Adversity fosters the development of *faster, better more efficient*

Change your mindset

- Jacques-Yves Cousteau
 - What was he Known for?
 - What was his first passion?
- Help your prospects and customers resolve their pain
 - Provide your prospects and customers the information required to ascertain the value your product or service brings.
 - What attributes set your organization apart
 - Quality?
 - Price?
 - Service?
- These can be hard ways to set yourself apart.

Ways to set yourself apart

- Become a trusted resource
 - Build a rolodex
- Provide valuable information
- Become involved in associations
 - Speaking engagements
- Provide Guidance
 - Suggest ways your prospects and customer can review their business and improve with your products or services

Understanding your markets and your customers

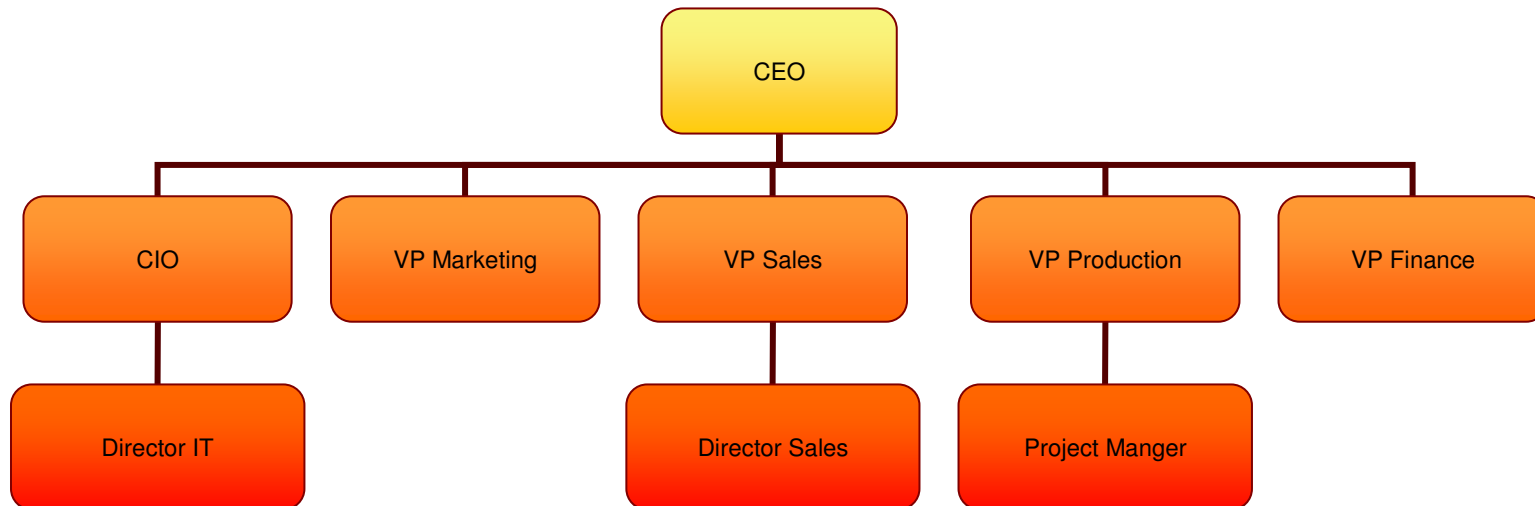
- In down economy simply increasing activities such as phone calls does not produce the desired results
 - Buying cycles in economic downturns take up to 40% longer

Larry Sleep – Lawrence Group

- Focus on less is more!
 - Who are your best customers?
 - What business are they in?
 - Which customers are in recession resistant industry?
 - What products and services are best suited to this market
- Build targeted markets to focus your efforts

Understanding your markets and your customers

- How well do you know your customers?



Understanding your markets and your customers

Draw an org chart of your top customers

- Fill in the boxes with the names you know
- Use **GREEN** for names you know well
- Use **RED** for names you do not know well
- Leave Blank the boxes you do not know at all
- Compare the number of **GREENS** to the **REDs** and Blanks

What do you see? Are you happy?

Understanding your markets and your customers

Some More to Think About

- Someone is calling on your customer today-with the end in mind of making your customer, their customer.
- That same “someone” is not stopping at your mid-level contact- he is talking to “all the right people”
- It’s NOT going to be OK with mid level management to “go around” them- still, you gotta do it!
- You have to fight to remain connected it won’t just happen but it will make a huge difference!

Understanding your markets and your customers

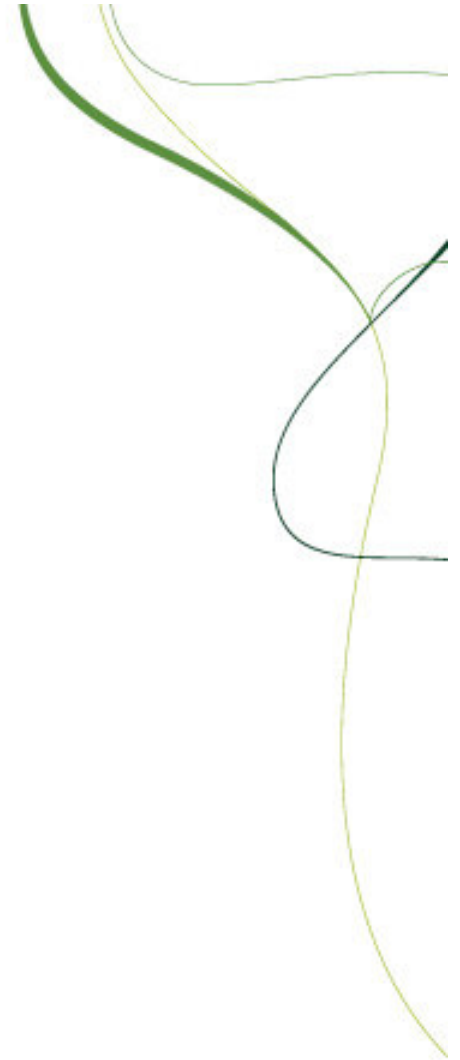
- Why is the that exercise so important
 - Customer retention
 - Referrals!!!
- Have you ever heard?
 - Thanks you really helped me out today, is there anything I can do for you?
- Have you received e-mail accolades?
 - What do you do with them?

Leveraging Technology

- CRM – it does more than manage sales stages and forecasts
 - Critical customer data
 - Marketing Campaigns
 - E-mail communication
- Business Intelligence
 - Customer analysis
 - Product analysis
 - Trends
- Knowledge Sync
 - Pushing information verses searching for it!

Leveraging Technology

- Swiftpage, or Constant contact
- www.zapdata.com
- <http://www.firstresearch.com/faq.aspx>
- Social networking
 - www.linkedin.com
 - www.plaxo.com



Bonus nugget – stalled Sales

John,

Warm regards,

A while back, you requested info from me on [product or service], and I enjoyed our conversation. It sounded like we might have a fit between your needs and our solution. It's been quite some time since we spoke and I've had trouble reaching you by phone.

My guess is that we're out of touch for one of four reasons:

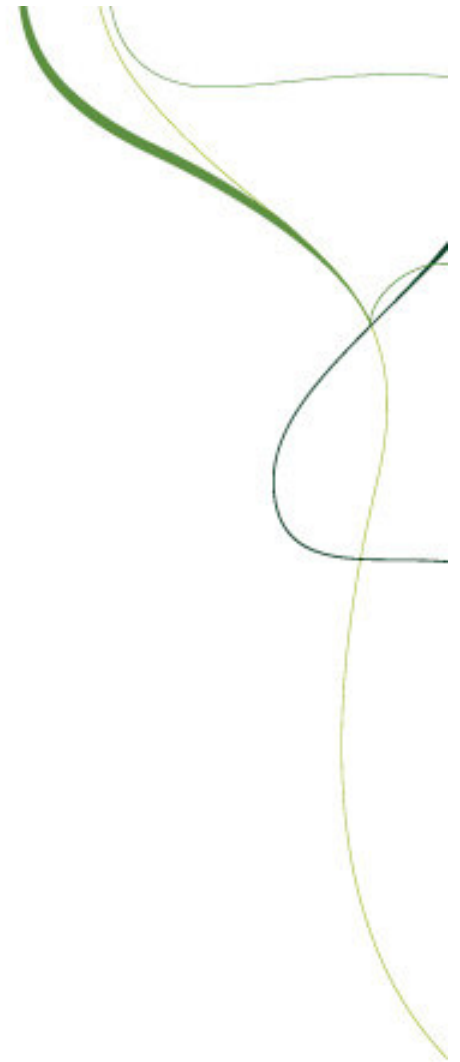
1. I have done something to offend you.
2. You placed an order with someone else and just don't want to hurt my feelings by telling me.
3. The problem with (XYZ) went away.
4. You want desperately to place the order with me, but are trapped under something heavy, and cannot reach the phone.

I'd consider it a personal favor if you'd let me know if the problem is one of these, or something I didn't think of.

Regards,

Sally the Seasoned Sales Pro

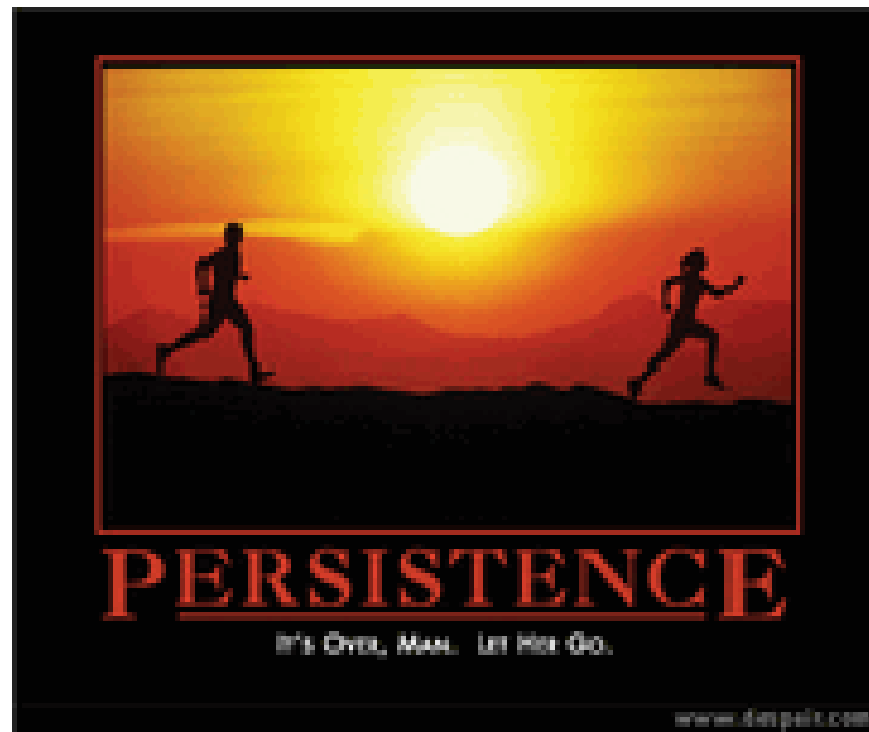
If it's #4, e-mail me back and I'll send help!



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The Problem with action plans in is execution

We start with good intentions and then it fades away



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Why is that?

Quadrant 1

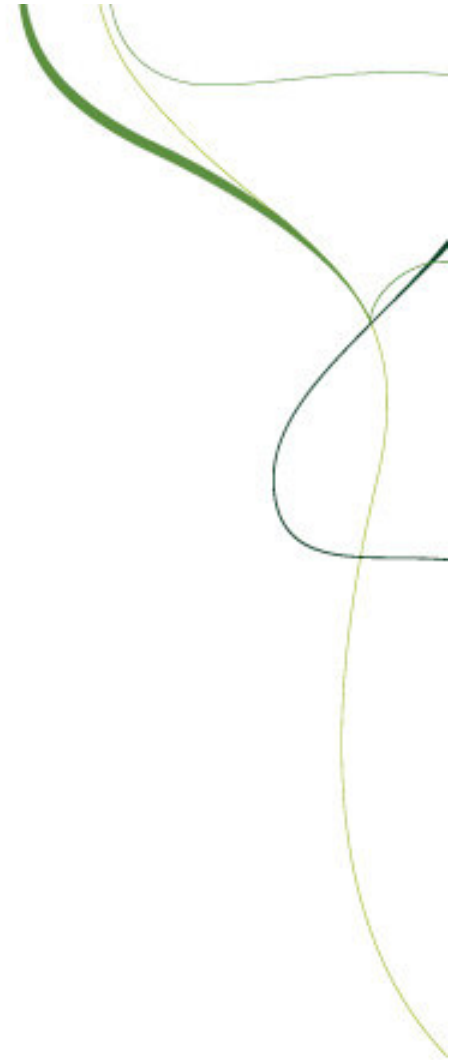
Quadrant 2

Quadrant 3

Quadrant 4

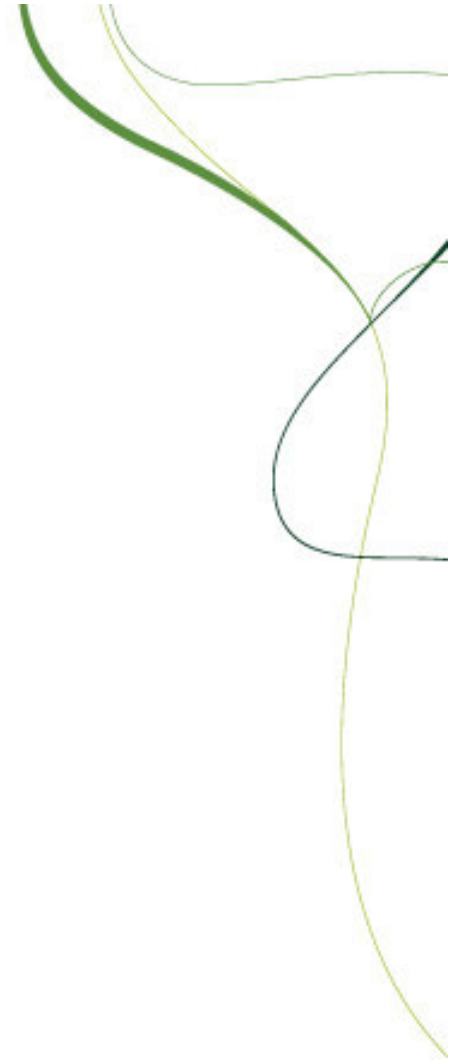
Milestones!

- Value of a check list
 - helps build discipline
- Rewards
- How technology can help



Four Things you can do

1. Build a person sales plan
2. Analyze your markets to focus your efforts
3. Understand the tools available
4. **EXECUTE!**



Final Thought

- Leveraging Technology is a lot like a treadmill. Huge ROI potential, but you actually have to use it.
- Make your sales plan strategic
- Focus on setting yourself apart.
- Look for additional technology that will support your strategy, and you'll implement.
- There is treasure to be found all we have to do is have the right mindset





Thank You

