

Selling in a Downturn

There seems little doubt that we are entering a banking-led global recession. In a recession with spending on hold, only high ROI projects get funded. The question for CEO's and sales leaders of technology companies is - what can I do about it?

There are several proven routes to improving sales and marketing effectiveness, whether in good times or recession.

Making your Internet site work harder by truly identifying your core competencies and how your products and services create value is a good first step. Take a good look at your own Internet-site; if your message is laden with "product-speak" and features, instead of how using your products creates value for buyers in your target markets, then your company could be at a competitive disadvantage.

Gaining access to decision makers and qualifying prospective buyers is the most important sales task in any business climate. In a downturn, budgets can be frozen or evaporate; sales cycles blow-out and more deals are lost due to no-decision. Your sales team will need to develop excellence in finding and qualifying opportunities and building high ROI in the mind of the buyer to keep your doors open. If you rate their current performance less than 8/10 in this area, when would now be a good time to address this critical skills area?

Advanced Marketing Concepts provides consulting services to align sales and marketing messaging around customer usage; we deliver Advanced Consultative Sales Training and effective "Sales 2.0" process that powerfully transforms the way companies sell and market their products and services.

If you are interested, then AMC will help prepare you to survive and thrive in any economic climate.

To learn more, call us at +44 (0) 2070 969 161 or visit <http://www.admarco.net>



Projects that leak ROI will get fixed, while new projects go on hold.

PROOF POINT

Robert Langer, General Manager
Rainmaker Inc. *October 17, 2007*

"I engaged Mark and his company over the past year to assist us in developing and delivering a high-impact sales effectiveness and coaching program for our Dell Service Telesales Operation.

Mark delivered an insightful and well received program that raised the overall skills of our team, delivered accelerated growth for our business and proved to be a key reason why our team was able to sustain record levels of performance.

Mark's program brings together his years of personal and professional experience with best practices from across multiple sales training, coaching and personal excellence curricula. Mark demonstrates a keen ability to quickly analyze the challenges facing your sales team and customizes his program to drive the results you are after.

Working with Mark is a pleasure and well worth the time and investment."

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