

An aerial night view of a city, likely New York City, with a glowing blue network overlay consisting of interconnected nodes and lines. The city lights are visible in the background.

**BUSINESS
GROWTH
IN CRISIS**



Webinar 2:
How to
grow your B2B pipeline
in difficult times?

business growth: Why is it critical in times of crisis?

- Who is in the webinar? Introduce each other
- About this webinar series
- Outcomes of previous webinar – stats and data
- What are we going to cover today?
 - Experience Sharing
 - Keep your customers close
 - Be bold
 - People will remember you
 - Q&A



50% revenue lost in a single month according to our questionnaire!



80% do not have a strategy in place, although 70% of respondents will maintain the marketing budget allocated for the year

What is our previous experience with global crisis?

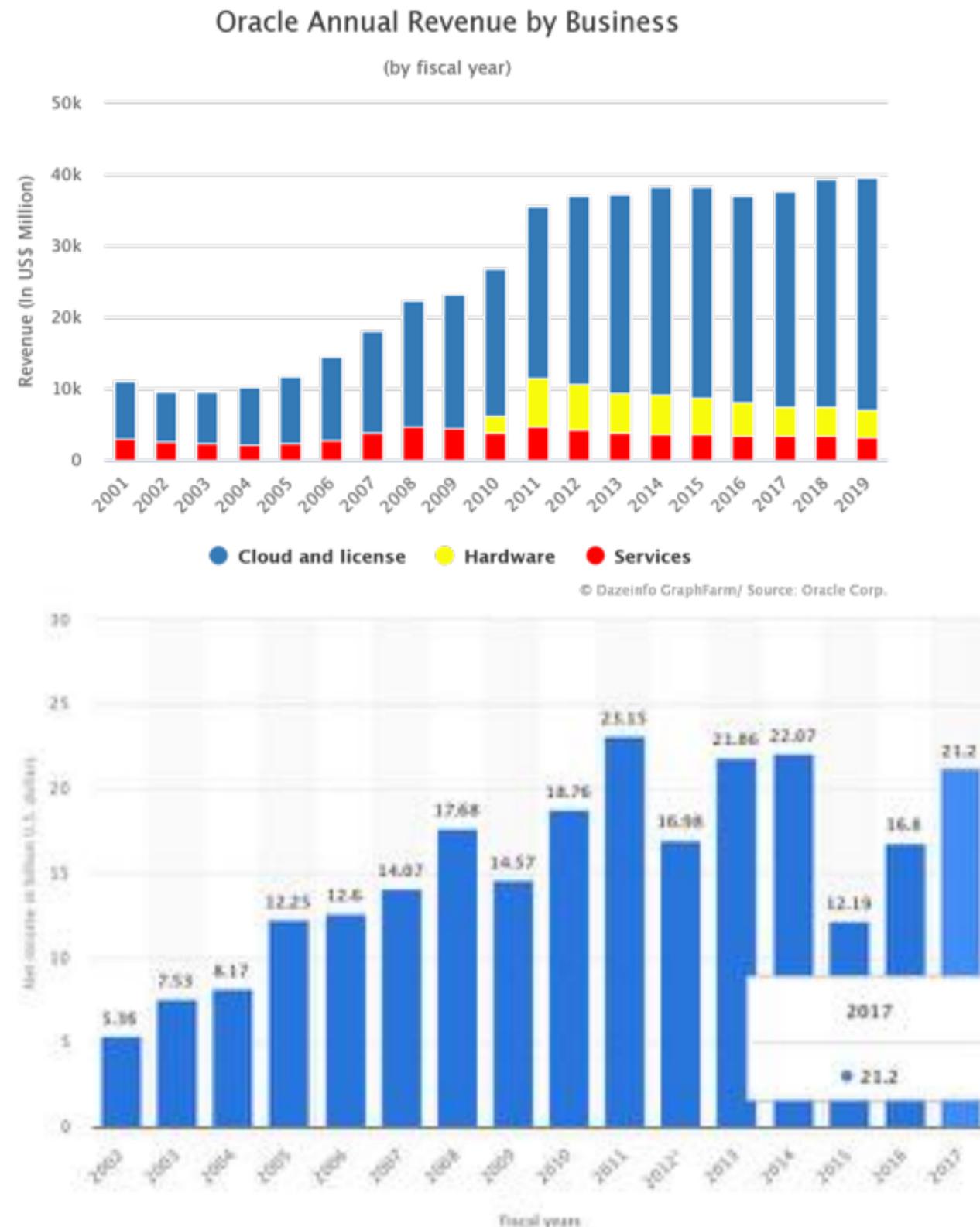
- What is our previous experience with global crisis?
 - How 2008 affected our business – with a start-up business, opened for less than 2 years survived on only one customer retainer for 8 months

- How 2012 financial crisis affected our business

We just opened our US business in nov 2011

Adopting new services fit to the crisis

Pushing on sales – cold calling and working the numbers



What will you notice in the time of crisis



stage
0

Chaos and Panic

Forget about awareness!
Nobody pays attention to any
of your standard marketing and
sales efforts, but only to the
riding media news waves

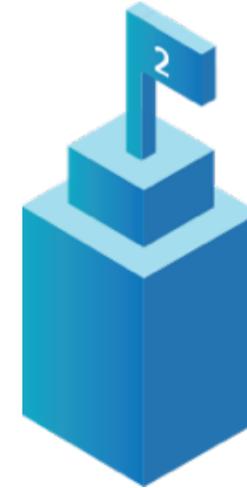


stage
1

Less Demand

Clients express less demand for
your solutions, customers hold
back and wait to see what
happens next, services or
products which produces

under-capacity work load



stage
2

Decreased Cash flow than Decreased Turnover

Immediate cash flow takes a
big hit, predicted turnover
becomes unpredictable,

**Forget about profit, survival is
your main strategy !**



stage
3

Volatile everything

Competition becomes
aggressive with price wars. You
need to let resources including
people go, especially for
unoccupied capacity, as
demand decreases, price-
consciousness raises

What will you notice in marketing and sales?



stage
0

Chaos

Forget about awareness!
Nobody pays attention to your
regular marketing and sales
efforts

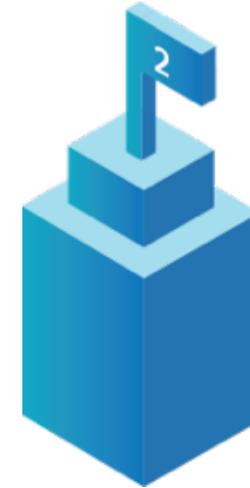


stage
1

Less Demand

Decreasing pipeline, decreasing
value of orders, everything
plunges DOWN in your reports
and analytics

**Sales people need discipline and
focus**



stage
2

Decreased Cash flow than Decreased Turnover

Sales cycles get longer,
marketing KPIs although still
valid only work on a X10 basis,
ROI of any marketing and sales
campaign

**Marketing overcapacity not
managing to touch the customer**



stage
3

Volatile everything vs Continuity Planning

Adapt your strategy to the
crisis, decide on quick activates
that have a rapid impact, adopt
new services and products that
are lower cost and profit and
are specifically suited to
customer challenges, update
your strategy daily!

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A city skyline at dusk, with numerous skyscrapers illuminated by warm lights. The lights reflect on the water in the foreground. A large, dark metal chain is visible in the immediate foreground, partially obscuring the view of the water. The sky is a deep blue with some clouds.

do you have any escape?
or are you trapped for good into the CISIS?

keep your customer close and **your competition closer**

- Touch base with everyone of your customers and prospects:
 - Learn what are their challenges
 - Help even if you do not get paid for it, you gain good will, money will follow later on
 - Over communicate anything that is of use to you
- Keep an eye on the competition; make sure that you overprotect your customers and leads and benchmark against any good practice
- Involve all your business ecosystem in supporting you get through the crisis with open communications, valuable exchanges and community support



adapt to the times
Bold & PROactive!

**Do not deal equally with diverse customer segments.
Personalize EVERYTHING**

- Use aggressive or at least active marketing and sales push strategies! There is too much noise up there, you have to gain customer attention 1to1
- Maintain a positive profile!
- Over communicate !!!
- Numbers are your friends! Automate everything!
- Use modern marketing and sales tactics



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Next in our webinar series:
**Handling digital
communication during
crisis**

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