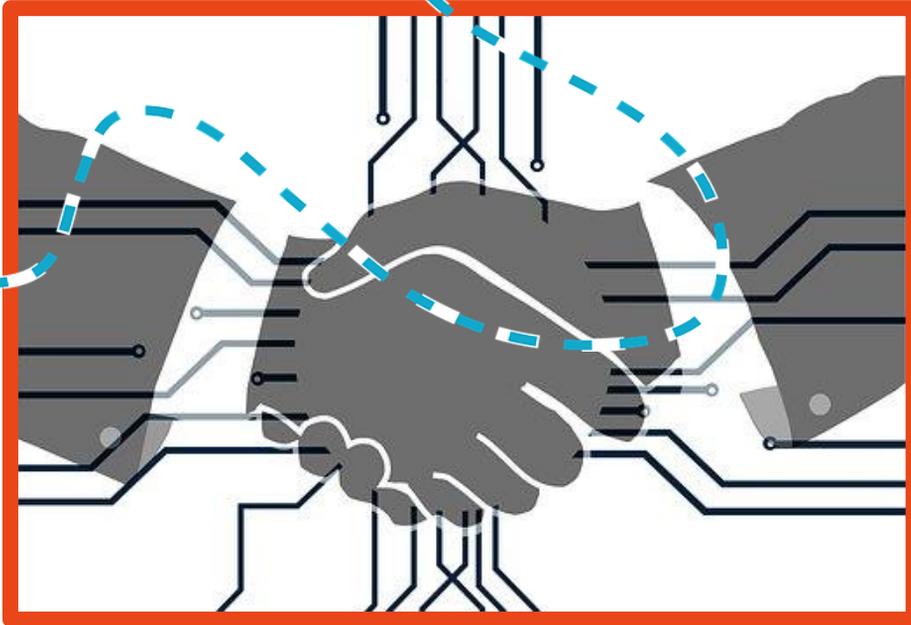




# SALES GROWTH STRATEGY

*in a Sluggish Economy*



**A SLOW ECONOMY  
IS A DIFFICULT TIME FOR BUSINESS  
AND NO SALES PROFESSIONAL WELCOMES IT.**

As business **volume slumps**,  
triggering **apprehension** of deeper recession  
and **pessimisms** and **uncertainty** can prevail.

However, it is an inevitable part of the  
economic cycle and organisations should  
learn to cope with it, sales professionals should  
develop a **strategy to survive and thrive**.  
They need to pursue the **best possible  
opportunities** despite the hardships.

Interestingly, many sales professionals and  
organisations not only survive when the  
economy is slow, they also thrive.

A 2-day in-house workshop  
specially designed for  
Sales Professionals  
to identify new ways  
to **re-strategize**  
and **create opportunities**  
to **drive growth**  
during this  
economic downturn...

# Derailing Factors in a Slow Economy

When the economy is running **smoothly** or **booming**, many sales professionals become **mere order takers** and are **not delivering value** to their customers. There is hardly any skill required to push sales as the brand name of the product and **huge consumer demand** automatically **result in sales**.

But when the economy slows down, **consumer demand dips** for a large range of products. That is when, **sharp sales skills** should be used to **keep the figures up**. The smart ones succeed in selling reasonably well despite the hard times. It is important for the organizations to **reassess** their **sales strategies** as well as the **efficiency** of their **sales teams**.

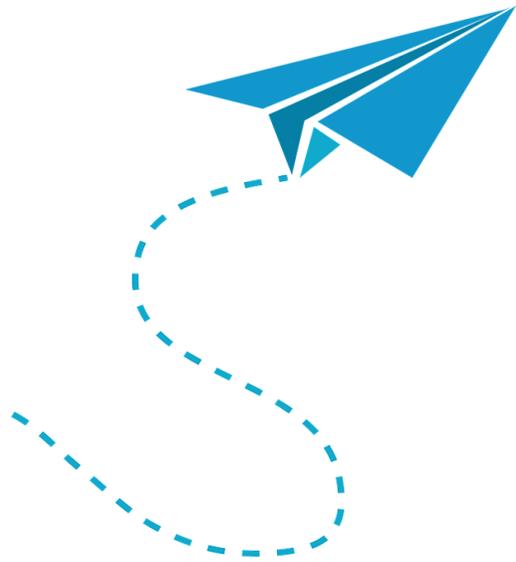
During economic downturn, **sales leaders** need to be **present** with their teams and **guide** their **thinking** to what it means for their **approach to sales** during this period. They need to help their teams with **creative problem solving** and **devise** an **actionable plan** to **counteract** the **ill effects** of a sluggish economy.

It might take extra effort to continue to **produce adequate sales**, but the **payoff** will be **exponential** when the **market turns around**. Sales Leaders need to **lead** during these times by **strategizing**, **motivating** and **rewarding** the **right behaviours** to **sell value** rather than **products**.

Having said that, **value is position specific**. Move from **product selling** to **value selling** and to **consultative-based selling**. Despite commonalities, **understanding** the **differences enables** sales leaders to **differentiate themselves** from the **competition**.

In the field of selling, there is no **'One Size Fits All.'**

There are no generic customers – how you **sell value** must be **customized** to the **individual**, **negotiated** and **presented** in ways that it **leads** to **stronger sales relationships** and **more sales overall**.



**The Economy  
is No Excuse  
to Give Up on Sales..!**



# Sales Growth Course Outline

This 2-day interactive, energy-packed intervention – “**Sales Growth Strategy in a Sluggish Economy**” exclusively designed for Sales Leaders, talks about the power of **Growth Mindset** that helps one to build **strategic thinking agility** to **master** and **design** the sales approach to be **incredibly observant, curious, and empathetic** to **increase** the **bottom line** through **value selling**.

The activities woven into the intervention provokes the need to be **question-based, value-driven, business focused** and be able to **prove** their **value** rather than try to sell a product even during economic downturn.

## Enabling Growth Mindset:

### The Optimizer Strategy - Create Sustainable Growth

- ✓ **Breaking barriers** - discussions regarding problems they face or barriers to their development
- ✓ **Break free from the routine** and develop the ability to “**think different**”, “**think business**” and “**think strategy**”
- ✓ Foster **positive mindset, motivate** oneself and teams to **step outside their comfort zones**
- ✓ **Take ownership** & identify new ways to **re-strategize** and **create opportunities** to **drive growth** during the downturn

## Activating Business Mindset:

### The Innovator Strategy - Expand Business Acumen

- ✓ **Business Acumen** – It’s role in the VUCA world
- ✓ **Characteristics of Business Acumen** – The need to enhance the existing thought process
- ✓ **Recognize the impact of slow economy over** Industry, Market, & Events
- ✓ Develop a **winning attitude** to encourage **critical thinking** and **creative problem solving** to **revive business**

## Boosting Sales Mindset:

### The Achiever Strategy - Sell Value; Reap Benefits

- ✓ Move from product selling to **value selling** to **consultative-based** selling
- ✓ Be **empathetic** to understand your customers’ **pain point** especially during tough times
- ✓ Develop **curiosity, be observant** and **listen** to your customers to **identify the root cause**
- ✓ Bring in a **human centric approach** to **provide solutions** and **deliver value** from the customer’s perspective

**Enquire  
Now!**

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