

Sales tips



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**Reach out to Customers.**

Customer focus sounds cliché, but it is more important than ever in a recession. Your customers are also thinking how they can best survive the current economy. How can you help them? No, not how can your products and services help them, but how can YOU help them? You can 'cement' those important relationships by doing something that brings personal value. When is the last time you gave a customer a referral? Do you have competitive

information that would not compromise another customer or relationship? What extra way can you give a personal thank you that is not a purchase or gift? Is there something you could do, such as training, a talk, etc. for your customer's customers? Is there something you can do on a personal level for their family, such as a recommendation for an upcoming trip? Is there something you can do to help one of their departments or teams? A sense of gratitude for solutions will often endure beyond the downturn. Customers will listen more closely and be more appreciative now than in the carefree atmosphere of a rapidly expanding economy.

*"There is no more noble occupation in the world than to assist another human being—to help another succeed."* -Alan Loy McGinnis

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