

Sales etips



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**The best way out of a recession is to create your way out of it.** You certainly cannot cut back on everything, because cutting back on everything means you will also cut back on the very things that help you survive and grow. Sit still and be left behind – even in a recession. **Doing nothing is the worst possible thing to do, because it leaves all the positive moves to your competitors.** In current times, customers may take longer to make buying decisions and they look for

increased value. Often, they will look a lot longer and harder to buy more value. Value is in the mind of the buyer, not the seller. If your product or service is old and unchanged, they may abandon it. If your presentation, sales process or assumptions about customer needs are old and unchanged they may abandon you.

*“Creativity involves taking what you have, where you are, and getting the most out of it.”* -Carl Mays

### **Leadership Connections**

*Leading you to exceptional sales success, Connecting you with top line results*

**Sales Mastery 'Lead the Pack' Sales Training**

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