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The abridged article below was written for a United Business Media newswire service and has been posted here in order to offer additional value and actionable thought to your organization from  Actum Consulting.



Sales and Marketing in a Downturn ©

By

Ron Hequet

There should be a preference to developing and implementing a plan to ‘market and sell’ your way out of a slump by using more relational marketing and sales tactics, and not placing the businesses focus on ‘survival’.

You can’t take talent whose very expertise is increasing market share and growth and then make them become some sort of calamity specialist?

Here are 3 initial issues for consideration.

1. **It’s Not On Sale:** If you make buying your product or service about price, your success or failure will be determined by a negative relationship.
2. **Don’t Correct Weaknesses:** Determine what your company’s one or maybe two major strengths are, and build on that. A marketing plan and sales tactics should be based on strength.
3. **Don’t Wait:** Over-communicate with your customers and key vendors. Act with enthusiasm, by having an engaging, positive contact. The company will either get more business now, or be first in mind when they pull the trigger.

For more information and real world examples, contact...

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