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## Who We Are

Crossroads Development Group practices Navigational Marketing™ which uses facilitation and market research as well as strategy mentoring and coaching to help companies achieve predictable growth.

## Six Ways to Increase Revenue in a Down Economy

With all the bailouts and bankruptcies, 2008 ended a tough year. Who can predict what the future holds for 2009? Here at Crossroads Development Group our experience tells us there are opportunities to not only survive, but even grow in the current economy. The key is take action. To that end, we offer the second *six* of *12 ways* to increase revenue in the current down economy. (Send us an email to ask for the first six.) They represent proven strategic and tactical lessons that our clients have learned, adopted and practiced, particularly in economic downturns.

### **7. Slow longer term new product development**

We are advocates of new product development, period! But consider delaying new products that are more than 12 months out. Redeploy the resources to shorter-term new product introductions and selling what you currently offer.

### **8. Develop a lead qualification program**

Qualified sales leads are to the sales function as high quality raw materials are to manufacturing. When a supplier ships the wrong or unprocessed raw materials, the plant functions poorly. Without a lead qualification program as part of a defined selling system, you are forcing your sales people to work with unprocessed raw materials.

### **9. Increase direct customer contact personnel**

In a recession more “feet on the street” are important, but that does not necessarily mean hiring more sales people. Consider increasing your presence through distribution channels beyond your core business. Also, remember inside sales can help stretch your outside sales personnel.

### **10. Recruit and upgrade sales personnel**

Talk to the sales people your competitors have cut. Next year’s top performer may now work for your competition.

### **11. Shift advertising to electronic vehicles**

The internet has revolutionized the way we communicate. It can help prospect for new customers, continue the conversation with existing customers and burnish your company’s image. Make sure your marketing communications resources are focused on achieving these objectives through these cost-effective electronic means.

## 12. Intensify communications

This is no time to cut back business development activity, either sales or marketing communications. As your competition cuts back, you “share of voice” will be louder.

No one says this will be easy. Selling and implementing marketing initiatives in an economic downturn requires discipline and focus beyond your current comfort level. Navigating the waters ahead will require changes in your day-to-day selling practices. We trust that one or two of the following guidelines might be helpful. If something you read here helps, please share it with us. In the meantime, we wish you the best success in navigating the trouble waters ahead.

For our previous newsletters, [click here](#).

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## Historic Navigators—Abraham Lincoln

*Practitioner of selling in a down economy, “The Emancipation Proclamation”*



A Federal policy needed to be changed! Who would initiate it? How would it become a reality? Slavery as we know it then and today is diametrically opposed to the Declaration of Independence.

Lincoln’s early insistence that the war was one for the preservation of the Union and not the abolition of slavery confused many. However, with the hostility raging, he needed a moment to bring both objectives together. The Union victory at Antietam in September 1862 was that opportunity. Lincoln could now cite proof that his course was a rational choice, not a desperate one.

As Lincoln campaigned Congress, what can we apply here to “Selling when times get tough?”

Conduct a Situational Analysis of your business. Identify several issues that will become your central focus and make them happen. Build a collaborative constituency and monitor performance regularly.

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