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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 first *six* of *12 ways* to increase revenue in the current down economy. They represent proven strategic and tactical lessons that our clients have learned, adopted and practiced, particularly in economic downturns.

### 1. **Protect your core business at all costs**

Right now all businesses are looking to cut costs, perhaps by cutting vendors. Don't hand your customers any reasons to put you on the chopping block through poor customer service. It might be time to conduct a customer satisfaction study to identify any areas that might be suspect and offer a competitor an inroad.

### 2. **Put your troublesome customers on probation**

Every customer is not always a good customer. For those that annoy you, cause stress among customer service personnel, continue to make unreasonable demands, and are slow to honor their accounts payable, raise prices. If they leave, direct that energy to favorable customers.

### 3. **Become "Easy to do business with"**

Your customers already have enough problems in these difficult business times; do not add to their troubles. Reevaluate your service policies to become more flexible in core segments with key customers.

### 4. **Identify competitive weakness and exploit them**

Your sales force is a great source of competitive intelligence regarding your competitors' strengths and weaknesses. Ask them! Marketing research can also help fill in the gaps. Develop selling tactics that target those weaknesses and counter with your company's value proposition.

### 5. **Cross sell existing customers**

It is much easier to sell existing customers something else than it is to locate and sell new customers anything. Think about it! What products or services currently in your arsenal can address this issue?

## 6. *Expand your horizons, but only where you already have a start*

“You won’t know until you ask.” Often there is low hanging fruit in business segments outside your core business. Direct focused selling activity on those prioritized businesses with a value proposition such as a trial offer. It’s time to expand breadth of sales coverage beyond the norm.

We will look at the next six guidelines in the next newsletter.

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.

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## Historic Navigators—Abraham Lincoln

*Practitioner of selling in a down economy, “Grant assumes command.”*



Lincoln convinced Congress that Grant was the commander needed. The results speak for themselves. Select your best lieutenants, empower them with the resources needed and state your objectives clearly and carefully.

By March of 1864 President Lincoln fed up with commanders’ promises never realized, selected a proven performer whose victories at Vicksburg and Chattanooga marked him as the man so sorely needed to take supreme command of all Union armies, both East as well as West.

Lincoln surmised that Grant’s personal style of leadership was not that of an “armchair general.” He would take the fight to the enemy and personally direct all field operations, a requirement of leadership at all levels. Grant wisely determined that his only choice was to attack General Lee. The Confederate capital of Richmond was his objective!

What can we apply to selling when times get tough? Lincoln knew time was running out. It was a long and costly war. Lincoln’s choice needed to be trusted, proven and fully responsible to achieve the objective asked of him.

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