



**ASHER**  
GLOBAL LEADERS IN SALES STRATEGIES.



## **Actions to Take in a Recession (Chaos Equals Opportunity)**

Our current chaotic financial and credit crisis provides lots of opportunity. Having been through three previous recessions as a buyer (70's), a salesperson (80's) and as a CEO (90's), I have learned eight lessons on how to thrive. In all cases, proactive action is required to cut costs, increase productivity, maintain cash flow and increase revenues as follows:

1. Cut Costs: put all costs into one of two categories: ones that directly relate to increasing sales and all others. Increase the costs that aid sales and decrease the rest. *(Increases sales and decreases costs)*
2. Lay off the least productive and/or talented employees. The crisis is a great opportunity to do so without the usual HR hassles. Be far-thinking here. Get rid of as much deadwood as possible in each layoff action. Make sure your best people know where they stand. A layoff or two every couple of weeks destroys morale and may cause your best people to walk out on you if they don't know what's happening or where they stand. *(Cuts costs and increases team productivity.)*
3. Use aptitude assessments to identify people on the wrong seat on the bus, or on the wrong bus (your company). Move them off the bus or onto a different seat as appropriate. This methodology is particularly effective for people in sales positions. *(Increases productivity and revenue.)*
4. Hire new salespeople. It is a great time to do so as many more talented salespeople are available than there are in normal times. In many cases, it is not their fault that they lost their previous job. Be sure to use aptitude assessments and best-practice selection techniques to get the best of the best. *(Increases sales.)*
5. Provide the remaining and new salespeople, new sales skills and increased coaching. Individual coaching typically increases sales by 20%. *(Increases sales and productivity)*
6. Increase interactions with current customers. Use a formal, robust, face-to-face customer feedback process to up sell, cross sell and obtain referrals. *(Increases sales.)*
7. Emphasize asking for and properly following up on referrals from your best customers, suppliers and partners. *(Increases sales.)*



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8. Buy weakened competitors at a great price. (*Cuts costs, increases productivity and increases revenue.*)

Our company, ASHER, and our strategic partners from the Business Growth Alliance are uniquely positioned to help you with most of these proactive actions as follows:

#### How We Can Help

- a. Use our personality assessment to determine natural aptitude for your employees for their current positions. (Our CPQ sales aptitude assessment has been in use for over 30 years with over 2 million people assessed). [www.asherstrategies.com](http://www.asherstrategies.com)
- b. Hire new salespeople (our strategic partner, Sales Talent, has world class recruiting processes with a nationwide reach).
- c. Provide sales training (our Top-10 Selling Skills seminar teaches the rookies and the pros how to increase sales dramatically and quickly).
- d. Get customer feedback (our customer feedback process is built on the General Electric Net Promoter Score and is taught in our sales training seminars).
- e. Generate qualified leads from referrals. Our “best practice” referral process is one of the Top-10 Skills taught in our sales training seminar.
- f. Cut Costs. (our strategic partner, Alliance Cost Containment (ACC) has “best practice” processes to help you do this brilliantly)
- g. Buy weakened competitors. (Our strategic partners in the Business Growth Alliance are assisting Mid-market companies on a daily basis with these activities)

Please feel free to call us to discuss using our tools (aptitude assessments or sales training) and/or the tools of our partners (recruiting, cost containment and/or M&A assistance) to help you thrive in the current chaotic financial and credit environment.

Contact:

***John Asher***  
Chairman / CEO

***ASHER|Global Leaders in Sales Strategies***

[jasher@asherstrategies.com](mailto:jasher@asherstrategies.com)

P) 703.625.4321

F) 202.318.8815

Skype/Video Conferencing: [john.asher2@skype.com](https://www.skype.com/join/john.asher2)



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