

Stop the Recession Woes.

BY TOMMY LEAR

While your competitors are acting cautious and playing it safe bidding the public works it is time to focus your attention on your company and what it does.

There is plenty of business out there waiting for you to find it. Hey, they have not moved, you just forgot where you found them before. It is time to put on the gloves and become aggressive in searching for those hidden projects.

Get rid of the negative attitudes and start selling again.

It is human nature to tolerate negative thinkers because some politician has convinced you that these thoughts are from folks who are “in the real world” and only the government can solve it for you. Negative dialog and negative people keep things from happening. Now is the time for real change and get rid of the negative in your operation.

There are plenty of competitors out there, some you have not heard of until now, ignore them.

Don't waste your energy worrying about what they are doing. Chances are they don't have a clue about where to go or what to do. Most likely four out of five of them are worried about what you are doing.

Make sure you look like a billion bucks!

Image is as important today as it ever was. There are more tattoos to cover up on some folks but like the fishermen always say, “Match the Hatch”. No one wants to do business with someone that looks like they just crawled out of bed or will not be in business tomorrow.

Refresh your presentation; add items that reflect the product you offer.

Make sure any literature you leave behind is first class and not something that has ridden around in the back of your car for so long the color has worn off of paper.

Don't worry about Sales, focus on LEADS.

A drop in sales is not the problem. It's the symptom. The difficulty is not having enough customers. Developing those hidden leads is where your focus should be. Everyone is going after the big stuff; they are cutting their margins and profits to get the project or making stupid mistakes and are going to give the customer a bad product to make up the difference. Remember if you have customers you will have sales. The big task is to put mechanisms in place which will produce leads. When you start producing leads and closing orders then the best sales people will want to work for your winning company.

Be ready to fight fear with fire.

Fear is your biggest hindrance to winning. It can and does stop companies in their tracks... just look at the news it is happening now. No one wants to make a mistake, a wrong move, a faulty decision, so no one does anything that will turn the situation around. Your attitude is very important in setting the direction and creating a “we can do it” atmosphere. Without it businesses have their backs to the wall.