



SELLING THROUGH TOUGH TIMES

GROW YOUR PROFITS AND MENTAL RESILIENCE THROUGH ANY DOWNTURN

TOUGH TIMES PURSUIT TEMPLATE

Pursuing targets in tough times requires a focused approach. Use this template to ensure you are pursuing your target opportunities the right way. Visit www.ToughTimer.com for a downloadable template.

BROADEN YOUR SITUATIONAL AWARENESS

- Describe the tough time that your target is experiencing.
- What problems is the tough time causing the buyer?

IDENTIFY THE KEY PLAYERS AND HOW THEY DEFINE VALUE

- Procurement decision makers
- Influencers
- High-level decision makers

INITIATE CONTACT WITH THE RIGHT LEVEL OF DECISION MAKER

- Initiate contact with influencers or high-level decision makers.
- Initiate contact with procurement as a last resort.
- Reference a business problem in your communication.

GET THERE EARLY IN THE PROCESS AND BE THERE OFTEN

- Ask your contacts when their decision-making process starts.
- If there is no designated start date, ask about upcoming projects.
- Follow-up regularly and share relevant content with key decision makers.