



# SELLING THROUGH TOUGH TIMES

GROW YOUR PROFITS AND MENTAL RESILIENCE THROUGH ANY DOWNTURN

## TOUGH TIMES LEVERAGING TEMPLATE

Leveraging is growing and protecting your business with existing customers. It's easier and more profitable to sell to your existing customers. Every sale to an existing customer is one less opportunity for your competition. Visit [www.ToughTimer.com](http://www.ToughTimer.com) for a downloadable version of the template.

### IDENTIFY LEVERAGING TARGETS

- ☒ Create a list of customers where you have opportunity, access, and created value.
- ☒ Create a list of leveraging questions to ask these customers.  
(Sample question available in the "Identify Leveraging Targets" section.)

### LEVERAGE CUSTOMER PROBLEMS

- ☒ Observe the customer and their processes.
- ☒ Interview multiple decision makers for a diverse perspective.
- ☒ Review the PSA questions from this chapter.

### LEVERAGE PRICE INCREASES

- ☒ Identify your least profitable customers.
- ☒ Increase their prices, charge for value-added services, or minimize concessions.

### LEVERAGE EXISTING RELATIONSHIPS

- ☒ Develop a minimum of five good relationships within your top customers.
- ☒ Ask for referrals from your existing contacts.