



SELLING THROUGH TOUGH TIMES

GROW YOUR PROFITS AND MENTAL RESILIENCE THROUGH ANY DOWNTURN

TOUGH TIMES PARTNERING TEMPLATE

Sellers and buyers partner by working together toward a common goal. Through tough times, your customers rely on you to weather the storm. Tough times test the strength of any partnership. Use this template to guide your partnering activities through tough times. Visit www.ToughTimer.com for a downloadable version of the template.

EMBRACE THE RIGHT MINDSET BEFORE A PARTNERING CALL

- ☒ The purpose of a partnering call is to support and serve, not to sell.
- ☒ Be open-minded to new ways to create value.

REGENERATE VALUE FOR THE CUSTOMER

- ☒ Create a list of value-regeneration questions.
(Review the "Regenerate Value" section for a complete list.)
- ☒ Fresh eyes see new opportunities. Schedule a joint call with a colleague or peer.

REDISCOVER THE CUSTOMER'S NEEDS

- ☒ Review your customer's needs to see what has changed.
- ☒ Create a list of rediscovery questions to uncover the buyer's needs.
(Review the "Rediscover" section for a list of questions.)

REMIND THE CUSTOMER OF THE VALUE YOU DELIVER

- ☒ Connect your contacts to your internal team.
- ☒ Document your value in a thank-you letter.

PROACTIVELY CREATE MORE VALUE

- ☒ Anticipate your buyer's needs.
- ☒ How can you take this project or request one step further for the customer?

CREATE BIGGER RELATIONSHIPS WITH YOUR PARTNER

- ☒ Broadly connect your customer to your company.
- ☒ Build level-adjacent relationships with your influencers, internal champions, and high-level decision makers.