



# SELLING THROUGH TOUGH TIMES

GROW YOUR PROFITS AND MENTAL RESILIENCE THROUGH ANY DOWNTURN

## TOUGH TIMES PERSUASION TEMPLATE

This persuasion template provides you with seven tips to be more persuasive in your next presentation. Use this template to prepare and persuade your buyers more effectively. Visit [www.ToughTimer.com](http://www.ToughTimer.com) for a downloadable template.

### BUILD FAMILIARITY

- ☒ Connect and comment on social media.
- ☒ Create and share content.
- ☒ Participate in professional associations.
- ☒ Share social proof.

### ALIGN YOUR SOLUTION WITH THE CUSTOMER'S DEFINITION OF VALUE

- ☒ How does this customer define value (quality, performance, service, etc.)?
- ☒ How does your solution align with the customer's definition of value?
- ☒ What specific action will you take to promote your alignment?  
(Refer to the "Alignment" section of this chapter for a complete list of ideas.)

### REMOVE BARRIERS THAT MAY IMPEDE YOUR PROGRESS

- ☒ How can you make it easier for the buyer to select your alternative?
- ☒ Identify what barriers get in the way of persuading the buyer.
- ☒ What action will you take to remove those barriers?  
(Refer to the "Removing Barriers" section of this chapter for some ideas.)

### RAISE THE BUYER'S EXPECTATIONS

- ☒ What big promises will you make to the customer?
- ☒ What additional services and support can you offer?

### USE AN ANALOGY TO INSPIRE THE BUYER TO ACT

- ☒ Broader economic analogy.
- ☒ Market-leader analogy.
- ☒ Investment analogy.
- ☒ Previous-downturn analogy.

### QUANTIFY THE VALUE OF YOUR SOLUTION THROUGH AN IMPACT AUDIT

- ☒ Detail how your solution improves profitability or cash flow.
- ☒ Detail how your solution reduces costs.
- ☒ Explain how your solution creates new opportunities.

### INFLUENCE THE BUYER'S REFERENCE POINT

- ☒ Set the anchor.
- ☒ Offer a good-better-best option.