

**Topic:**  
Marketing

## Recession Marketing Tips

### A selection of musings from CAT suppliers

*iCAD is produced by Business Advantage, a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunication sectors.*

In our day to day contact with IT suppliers around the world, we've come across the full range of reactions to the current economic climate - cool-heads, hot-heads and heads-in-sand.

For some expert level-headed advice on appropriate action to take, we contacted a selection of seasoned managers and marketeers. Here are a few of their thoughts that are applicable to almost any market.

*"Most sales people have only been selling for about four years or less and have never had to strive for sales in more difficult times. Take time out to **allow the 'older hands' to pass on their experience to colleagues** and enhance the team's ability to really relate to the needs of customers."*

*"I think **senior managers should be visible**. Just walking through the office and talking to people as often as you can makes a big difference."*

*"My experience is that **strategic alliances are easier to forge in a down turn**. Contact those people that you've held off calling in the past."*

*"**Avoid the temptation to cut-back before you really have to**; but plan for various scenarios that might mean changes ranging from minor adjustments, to major restructuring; take constant soundings from customers to inform these plans."*

*"I think you need to **lavish your valued customers with care, attention, and valuable services**. Those who have invested in Customer Relationship Management solutions should look for these to fruit in the next twelve months."*

*"Maintain an upbeat outlook within the company, and get staff at all levels involved in finding solutions to problems. **Celebrate successes - even though they may be smaller than last year's**."*

*"Make efforts to find out what **IT Managers/Technical Directors etc are discussing among themselves**. For example at a recent conference I came away with a list of issues that local IT Managers are concerned about, and things they need to do to fight their corner in their companies."*

*"Increase efforts to **reinforce relationships with the top 20% of your customers** who are bringing in the bulk of our business."*

*"The need for a detailed business strategy is more important than ever, along with monitoring and measuring of performance. **Staff need to understand their role and know what's expected of them**."*

*"Take a fresh look at all our marketing communications to make sure it suits the current situation. Try some different direct marketing tactics to see what works best."*

Would you like us to explore any of these suggestions in more detail in a future issue of **iCAD**? Let us know!

**If you are looking for a solution to a particular strategic business challenge, our [marketing and management consultancy services](#) could be the answer.**