

Topic:
Marketing

Recession Marketing Tips

A selection of musings from CAT suppliers

iCT 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**."*

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"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 *iCT*? 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.

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