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## Selling In A Recession

### Course Overview

The last years have seen a frightening collapse of the world's financial system. We all remember the last recession too well, and we know the next one will surely come at some point. In a recession, money is scarce and getting scarcer. Companies trading through these challenging times need to prepare themselves – and fast! Periodically, the world faces negative growth, deflation, falling property prices and rising unemployment. In a recession, there are winners and losers. Many businesses fail. So, we must prepare. We must prepare our sales managers and sales teams. Provide them with the skills they need to win business in this new environment.

### Target Audience

Sales Managers and Sales teams

### Duration

1 Day

### Course Outline

- Leaders' attitudes in good times and challenging times
- Buyers' attitudes in good times and challenging times
- The attitudes of staff in good times and challenging times
- Identifying recession busting products
- Your elevator pitch in the recession
- Skills Checker session incorporating:
  - Product knowledge
  - Mental toughness
  - Flexibility
  - Business acumen
- Structured selling skills
- Productivity
- Presentation and professionalism
- Negotiation skills