

Navigating Tough Times: 10 Strategies to Boost Sales When The Going Gets Rough



Pursue Opportunities

Be proactive and assertive when meeting potential clients.

Highlight ROI & USP

Position your product as a need, not a luxury.

Customer Satisfaction

Regularly communicate with your existing customers.

Prospect List

Use resources like AccountSend to build a high-quality prospect list.

Distinguish from Competitors

Highlight your unique attributes and strengths.

Competitor Comparisons

Present your comparisons respectfully, factually, and professionally.

Ramp Up Marketing

Stay visible with relentless promotion and advertising.

Client Referrals

Ask satisfied clients for referrals without applying pressure.

Positivity Amid Adversity

Maintain a positive attitude during tough times.

Industry Expertise

Share knowledge and insights on various platforms.

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TO
UNLEASH THE POWER OF B2B
DECISION MAKER DATA