

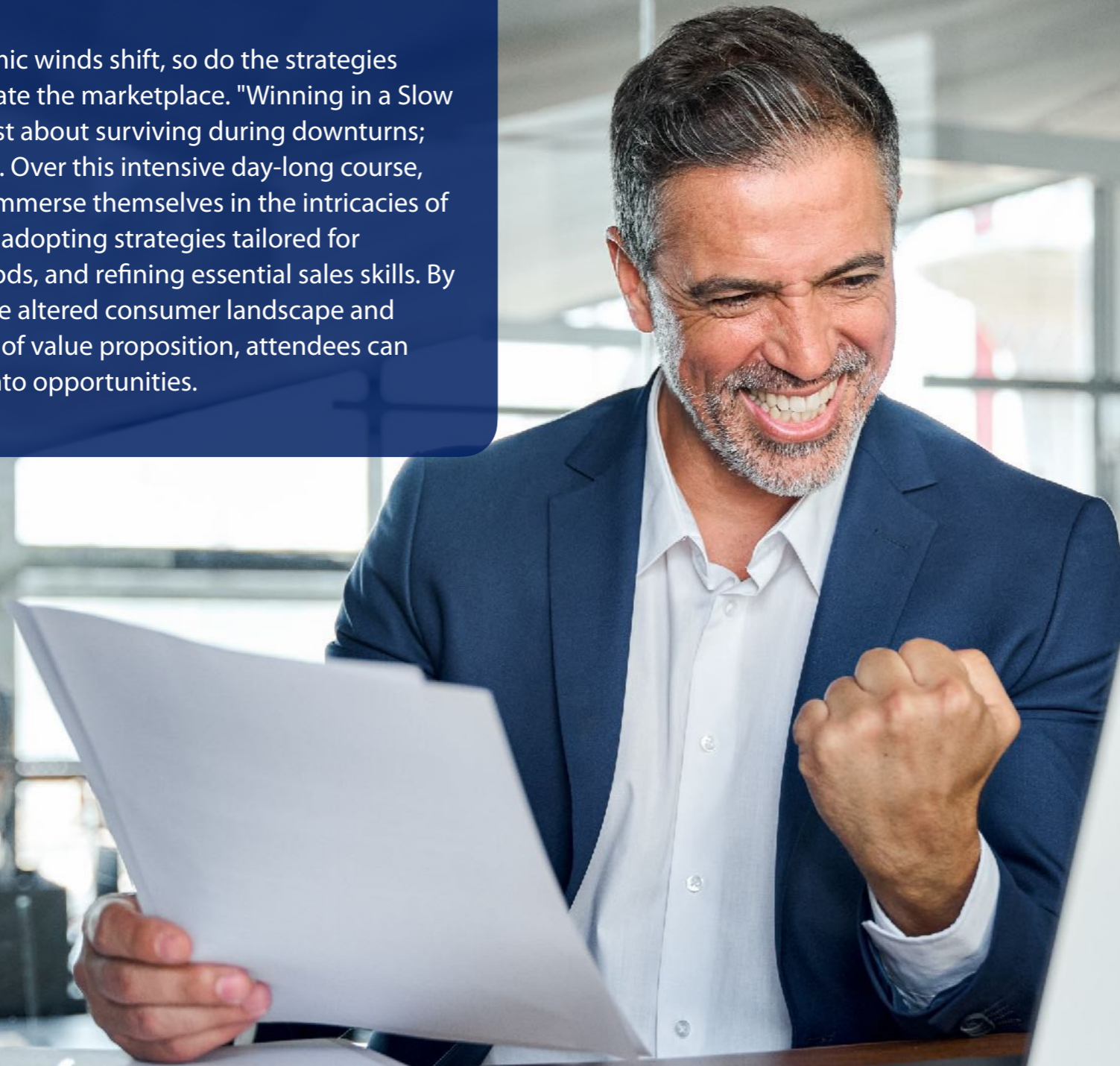
Salecology[®]



**Winning in
a Slow
Economy**

Welcome

When the economic winds shift, so do the strategies required to navigate the marketplace. "Winning in a Slow Economy" isn't just about surviving during downturns; it's about thriving. Over this intensive day-long course, participants will immerse themselves in the intricacies of sales psychology, adopting strategies tailored for recessionary periods, and refining essential sales skills. By understanding the altered consumer landscape and mastering the art of value proposition, attendees can turn challenges into opportunities.



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Introduction

What is the programme?

In today's fluctuating economic landscape, the skills and strategies of yesterday might not suffice. 'Winning in a Slow Economy' equips sales professionals with a modern toolkit, tailored for the challenges and opportunities of a recessionary market. Delve deep into four intensive modules that blend sales psychology with practical skill development, ensuring you don't just navigate but excel in these challenging times."

Following this, you can then list the bullet points for each module.

- **Understanding the Recessionary Mindset:** Delve into the altered consumer psychology during a recession, focusing on fears, motivations, and buying behaviours.
- **Reframing Value in Tough Times:** Learn to redefine and present product/service value in a manner that resonates with recessionary consumer priorities.
- **Advanced Relationship Building & Networking:** Strengthen and expand professional relationships, emphasising trust-building and maximising referral opportunities in a recessionary context.
- **Skill Development & Adaptation for the Downturn:** Sharpen essential sales skills, embrace innovative techniques, and cultivate resilience to navigate and thrive in a challenging economic landscape.



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Challenging Status Quo Bias

Dive deep into the psychology of customers during an economic downturn. Understand their fears, motivations, and constraints. By stepping into their shoes, you can tailor your sales approach to resonate more effectively with your target audience.

Dive into the heart of the market's transformation during a downturn. This isn't just about numbers; it's about the core shifts in consumer thinking. "Understanding the Recessionary Mindset" zones in on the amplified role of status bias and loss aversion in decision-making. Why do people fear loss more than they desire gain, especially in tight times? And how does this play into their buying choices?

We won't just unravel these intricacies; we'll hand you the tools to turn them into your advantage. By the end of this session, you'll have a playbook to anticipate, empathise with, and effectively address these deeply-rooted concerns, ensuring you connect powerfully with your audience in any economic climate.

Key Learning

- ✓ **Decipher the Downturn**
Decode the dramatic shifts in consumer thinking during economic turbulence
- ✓ **Master the Mind Games**
Grasp the principles of status bias and loss aversion to predict consumer choices.
- ✓ **Empathy as Your Edge**
Learn to deeply resonate with customer fears and desires, ensuring genuine connections
- ✓ **Turn Barriers into Bridges**
Use psychological insights to transform potential objections into trust-building conversations
- ✓ **Strategize with Psyche in Mind**
Craft a winning sales approach that respects, responds to, and leverages the recessionary mindset.

Key Learning

- ✓ **Redefine the 'Value' Game:**
Understand the deep transformation of 'value' in an economic squeeze
- ✓ **Value-Based Selling Unleashed:**
Master the art of emphasizing intrinsic benefits over mere price points
- ✓ **Craft Irresistible Propositions:**
Sharpen your pitch to resonate with the most discerning of buyers.
- ✓ **Beyond the Price Tag**
Dive deep into the psychology of purchases during recessions, making your offering indispensable
- ✓ **Seal the Deal**
Equip yourself with techniques that not just attract, but also convert potential leads into loyal customers in challenging times.



Reframing Value in Tough Times

In a slow economy, the definition of 'value' often shifts. Learn how to present your products and services in a light that aligns with recessionary priorities, highlighting not just cost-saving but long-term value and stability.

Amidst the tremors of an economic downturn, the very bedrock of 'value' undergoes a seismic shift. "Reframing Value in Tough Times" invites you to the forefront of this transformation, where traditional sales pitches fall flat and value-based selling reigns supreme. This approach isn't just about price tags; it's about understanding and presenting the intrinsic, long-lasting benefits of your offering in a world where every purchase is scrutinised.

But fear not! This module will not only demystify the evolving value landscape but will arm you with the techniques to position your product or service as an unmissable asset. By the close of this session, you'll be an artisan of value-based selling, crafting propositions that resonate, captivate, and, most importantly, convert in an uncertain economy.

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Advanced Relationship & Networking

With tightened budgets and heightened skepticism, cold sales become even tougher during recessions. This emphasises the importance of relationships and networking.

In the unpredictable currents of a downturn, one thing remains consistent: the immense power of relationships. "Advanced Relationship Building & Networking" is your compass to not only maintain but amplify your existing connections. Recognise the potential lying within relationship management — a potential that goes beyond nurturing ties to locking down existing revenue and driving additional streams through upselling and cross-selling.

In challenging times, it's not just about new sales; it's about solidifying what you already have and then building upon that foundation. Dive deep into strategies that fortify existing partnerships while unveiling new avenues of growth. Post this module, you'll be armed to capitalise on every connection, ensuring both sustainability and expansion in any economic climate. After this module, you'll emerge not just as a salesperson, but as a growth strategist, adept at maximising value from every professional relationship in both calm and turbulent economic waters.



Key Learning

- ✓ **Recession-Ready CRM**
Enhance your toolkit with customer relationship management strategies specially tailored for downturns, ensuring every touchpoint counts
- ✓ **Trust-Building Tactics**
Perfect the art of building trust using authenticity, transparency, and consistency, laying a solid foundation for future interactions and sales
- ✓ **Lead Nurturing Nuances**
Develop the skills to identify, cultivate, and convert warm leads, maximising every opportunity within your network for revenue growth.
- ✓ **Referral Renaissance**
Dive deep into strategies that maximize referrals, turning your existing clientele into powerful brand ambassadors
- ✓ **Digital Networking Dynamics**
Embrace the digital age with prowess in online platforms, webinars, and virtual meetings, ensuring you're connected, relevant, and ever-present in your market
- ✓ **Seamless Sales Synergy**
Integrate your refined relationship techniques with tactical sales strategies, positioning yourself for success in both current and future market challenges.

Skill Development & Adaptation for the Downturn

Key Learning

- ✓ **Negotiation Nirvana**
Master the nuances of negotiation, turning every discussion into a winning conversation.
- ✓ **Objection Overdrive**
Transform challenges into opportunities, making every "no" a stepping stone to "yes."
- ✓ **Resilience Reloaded**
Cultivate a rock-solid mindset that stands tall amidst market turbulence, ensuring you're always focused and unshaken.
- ✓ **Time Management Triumph**
Supercharge your schedule, learning to prioritise and execute tasks efficiently, maximising returns on every minute.
- ✓ **Skillset Supremacy**
Merge mindset and methodology, ensuring that you're not just equipped, but truly primed to spearhead sales, regardless of economic headwinds.

As the economic landscape evolves, so must a salesperson's toolkit. This session zeroes in on sharpening essential sales skills, embracing innovative approaches, and fostering a resilient mindset. The emphasis is on being proactive, adaptable, and forward-thinking.

As economic landscapes shift and challenges rise, the need for a fortified skill set and a resilient mindset becomes paramount. Introducing "Skill Development & Adaptation for the Downturn", a module that elevates your sales prowess to unparalleled heights. Dive deep into honing negotiation tactics, ensuring every objection is an opportunity waiting to be seized.

Amidst the stresses of a downturn, we'll also guide you in cultivating a resilience mindset — a mental framework designed for perseverance and unwavering focus, no matter the odds. Pair this with tailored strategies for impeccable time management, and you're not just navigating the challenges, but spearheading growth amidst them. By the end of this intensive session, you'll not only be equipped with advanced skills but also a mindset that ensures you remain unshakable, agile, and always at the top of your game, regardless of the economic terrain.





Tailor & bespoke programmes for your organisation

There's no denying that a bespoke development programme, focused around your own products, services, industry and market is likely to reap the greatest benefits. A programme that uses your language and is precisely aligned to your organisation is going to yield the most valuable information for you and your team to work with and take action on.

It's essential that you get the most out of any sales development and enablement programmes. We can tailor and bespoke these, or any other of our programmes, for a wider rollout across your team or organisation. Please do not hesitate to contact our customer success team to discuss your requirement in more detail.

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Why Salecology?

Salecology are the world's leading sales behaviour psychologists. We transform your team from the inside out. The Salecology methodology is the brain and applied behavioural science of building connections with your customers and influencing them to say YES, resulting in more sales.

At Salecology we offer a range of high impact services to help you and your company move from good to great. We have specialist expertise to help enhance and develop your organisation from individual sales improvement solutions to complete sales transformation. Our goal is to drive significant, sustainable impact

that will accelerate your business and deliver top line revenue growth. We have an unbeaten track record in giving companies the edge they need to succeed.

Our clients rely on the Salecology to keep their sales forces at the peak of their game, and we've helped them to achieve double-digit growth throughout one of the toughest trading periods in history. No organisation can afford to stand still in today's constantly evolving business environment. So we don't. At Salecology we make it our business to keep up with the world's most innovative and successful approaches to selling – and to translate them into solutions that deliver direct top line growth for your business.

Testimonials

"Salecology's ability to really understand the key business challenges we face, together with their engaging learning style, have made an enormous positive impact with real tangible results in sales growth."

Hillary Harris

Chief Talent Officer
Reed Business Information

"Working with Salecology was a breath of fresh air. They took time to understand our business and our needs and developed a custom-designed training programme which we rolled out across the business with great success"

Gavin Cummy

Director of Sales Operations & Customer Service
LexisNexis

"Through deploying the Salecology programme, we successfully transformed our core New Business inside sales team by providing them with additional capabilities to engage with their prospects at greater levels. As a result our New Business performance, within this team alone, has increased by 277%."

Steve Nicholson

Group Sales Director
XpertHR

My team loved it and thought it was the best training/ skills improvement session we have ever done and 6 months on I still hear the team strategizing on how to use different skills they learned during that week.

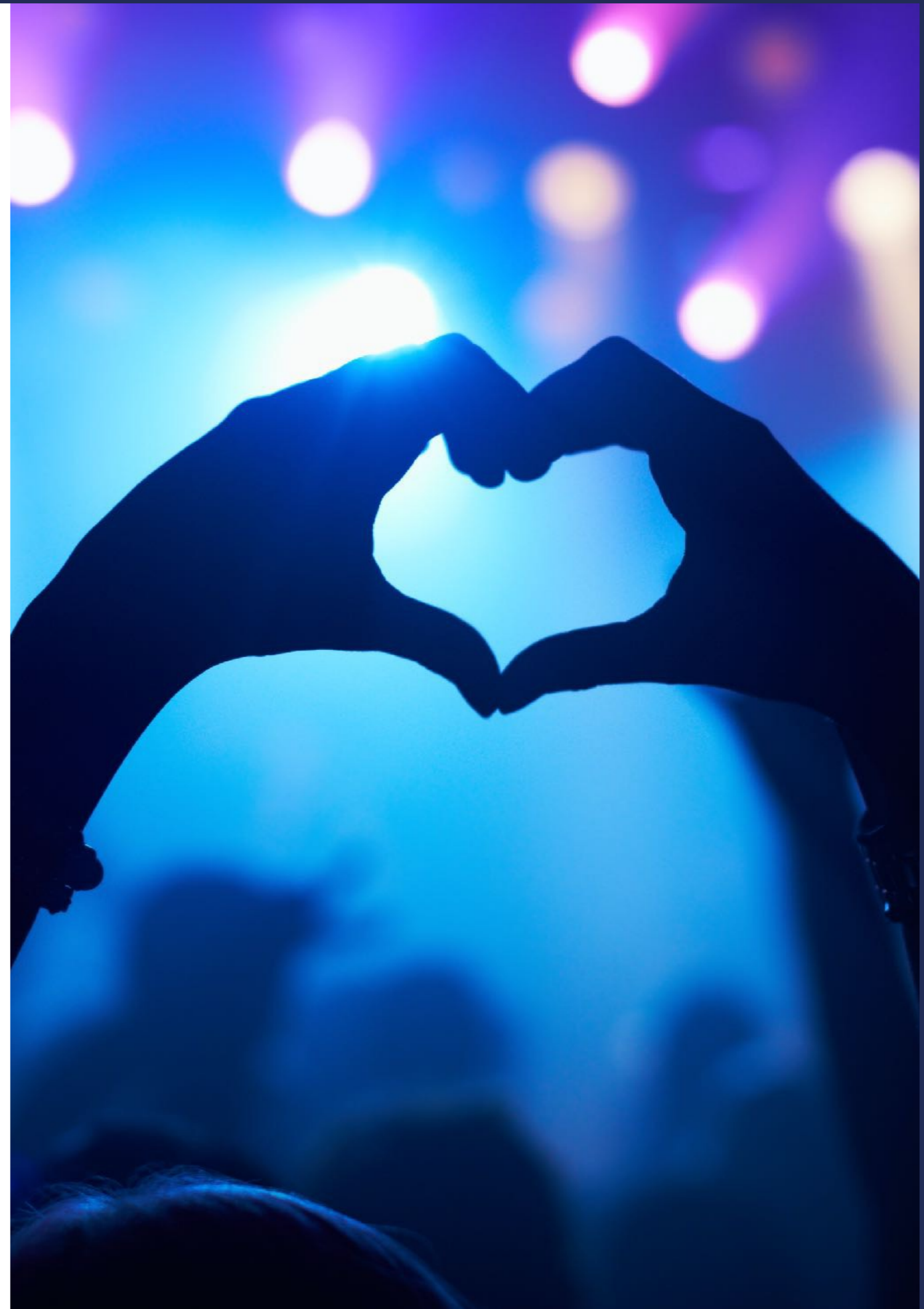
Merlin Piscitelli

Chief Revenue Officer
Merrill Corporation

"Salecology know how to turn good sales people into great sales people... resulting in a deeper understanding of customer needs."

Dan Barnard

Global Vice President of Sales
ICIS



We have delivered over \$2bn of value to our clients

KROLL

 uOttawa

 Infinity

argus

 UNIVERSITY OF WATERLOO

ORACLE

informa

bob

 Datasite®

 wisely.

 Symantec™

 perkbox

Xpert 

GAGGENAU

Nestlé

Travis Perkins

SOLVAY



Sony Centre

B/S/H/

Salecology®

Award-Winning Partner



CorporateLiveWire
GLOBAL AWARDS
2022



Sales Training Provider of the Year



UK ENTERPRISE AWARDS
2022



Best Remote Sales Development &
Consultancy



TOP SALES AWARDS
2021



Best Sales Assessment Tools



UK ENTERPRISE AWARDS
2021



Leader in Sales Force Emotional
Intelligence



PERSONNEL TODAY AWARDS
2021



HR Supplier of the Year



PERSONNEL TODAY AWARDS
2021



Learning & Development Award



EUROPEAN ENTERPRISE AWARDS
2020



Best Sales Coaching & Consultancy



UK ENTERPRISE AWARDS
2020



Best Sales Consultancy

Salecology®

CONSULTING

TRAINING

COACHING

RECRUITING

ASSESSING

Salecology is your partner that applies behavioural and brain science to revenue generation programmes and services to improve your relations with your prospects, customers, donors, and to ensure you earn more revenue.

Our proprietary 'Salecology' provides you behavioural insights for your daily work with a focus on data-driven sales, customer / donor experience, marketing, communications, talent management and recruitment.

Not only do we provide consulting services, we also provide you training services and develop customised packages to get your team up and running in the behavioural psychology, neuro-sales, and neuro-fundraising methodology.



Salecology can guarantee you sustainable long-term success...

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