

- ▣ Consider the downturn an opportunity to win and keep new customers.
  - Customers turning to more affordable, value-added options – **are you ready?**
- ▣ Train, re-train, coach and develop personnel to new levels of performance and customer service.
  - Changing customer-base, demands and expectations – **are you ready?**
- ▣ Set competitive price points that reflect consumer demand and marketplace reality.
  - Customers want real and perceived “value” – **are you ready?**
- ▣ Move away from and never return to ‘order-taking’ as a business strategy.
  - Your competition is working harder and smarter for the same business – **are you ready?**
- ▣ Polish the brand and build a powerful message.
  - Your competition is building brand equity – **are you ready?**
- ▣ Value and promote smart selling.
  - Your sales people need new direction and coaching– **are you ready?**
- ▣ Keep marketing!
  - Staying top-of-mind is even more important today – **are you ready?**
- ▣ Put all your employees to work for you.
  - The talent to help you get the job done shows up for work everyday – **are you ready?**
- ▣ Cut costs wisely.
  - Consumers don’t care what your profit margin is supposed to be – **are you ready?**
- ▣ Keep the ‘edge’ when the economy recovers.
  - It takes courage and determination to ‘stay hungry’ when things are going well – **are you ready?**