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Rise and Survive

In a crisis, getting out of the box is more than some caption on a motivational poster in the conference room. It means life or death for the entire enterprise.

Suddenly, there is a sense of urgency to improve. To get back to the basics. Everyone, from the CEO to the front-line sales professionals and account managers, must learn, adapt, and change. YOU must get better, because survival depends on it. Those who don't, go extinct.

It's natural to wish that things were different. It stinks to worry about where your next sale and commission will come from, where you will find new customers, and how you will hold on to the ones you have. It is depressing to watch your retirement plan shrink, see your customers go out of business, and deal with the never-ending stream of bad news piped through the TV and social media.

The key to outselling a crisis is action. The strong look forward, not backward. Those who quickly adapt and innovate thrive. The determined and persistent win. The rainmakers find a way to make it rain.

In volatile times, the salespeople who rise and survive are the ones who become disciplined, focus on the fundamentals of sales, make smart choices, and maintain a winning mindset. There will certainly be doors that close, but there will be many, many more that open. Your success in capturing these opportunities lies in your willingness to create a new vision for your future, energize yourself, do the hard work, and resolve to look through the windshield rather than in the rearview mirror.

I'm not going to presume to tell you that the fear of losing your customers, job, house, commissions, or retirement account is unfounded. It's not. I'm certainly not going to deliver an empty message telling you that if you just manage your attitude everything else will work out. Though attitude is very important, attitude without smart moves and action will hurt you in this difficult environment.

Instead, my objective is to provide you with actionable advice you can use right now to outsell this crisis. I am going to give you direct, easy-to-consume tips and tactics for staying motivated, protecting your income, advancing your career, gaining a winning edge, and thriving as a sales professional while those around you flounder. You will learn how to build and maintain a winning pipeline, continue to close deals, and retain your customers.

Sales professionals who leverage this crisis to become more efficient and effective – those who are able to do more with less – will have a distinct competitive advantage as the cycles of renewal and growth return.

With the weak culled out of the marketplace and the underperformers cleaned off the payroll, sales excellence will return. Disciplined sales professionals who faithfully execute the fundamentals will outmatch their competitors, take market share, and watch as their incomes soar.

Soon, not only will you outsell the crisis, you will rise from this terrible situation just as the phoenix rises from the ashes – faster, sleeker, and more powerful.

