

Re-Imagining Business



Small Business Enterprise Support Services Center
Cheyney University of Pennsylvania

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Selling In A Down Market



1. “A common selling reaction is often cutting price or offering other kinds significant concessions. Ironically, aggressive discounting actually increases the perception of risk by customers.”
2. “Exceptional salespeople and organizations recognize the need to sharpen multiple aspects of their selling fundamentals.”

5-Tips Improve Sales Success

1. **Understand** your products and services.
2. **Drive Sales** of your products and services.
3. **Achieve and Then Exceed** your assigned sales quota.
4. **Deliver Value** and reduce risk at every step of the selling cycle.
5. **Create a Sense of Urgency** throughout your team to improve sales and provide solutions.



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