



## **The CONNECTION™**

January 24, 2008

### **Selling in Tough Times**

"Forget about the business outlook, be on the outlook for business."  
- Paul J. Meyer

Let's face it-what happens in the economy in general impacts your customers, and thus you. It can be harder to sell, but it doesn't mean it's impossible. What changes most in tough economic times are the reasons customers will buy. Some of the motivators that emerge in these times are:

- Longevity of the product and long-term maintenance
- Financing
- Return on investment
- Consequences of not purchasing now

More than ever, when times are tough we have to determine our customers' personal and business motivators, including fear of the future.

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