

Sales and Marketing in Tough Times



Jane Reynolds
Ride Out the Recession
July 2009



WatsonSessions Sales & Marketing Experience

Areas:

- Pricing
- Promotions
- Forecasting
- Product Management
- Distribution Channels
- Sales

Companies:

- Xerox
- BT
- Ford
- Small Businesses in
 - Retail
 - Media
 - Software
 - Window Manufacturing
 - Jewellery Manufacturing
 - Recycling

“An economic crisis is a charter for business leaders to rewrite and rethink how they do business.”

Cost cutting and restructuring are just the first steps in facing the recession.

Think of the economic crisis as a disrupter to the status quo and look for areas of pain.

Don't think retrenchment; think growth!

Examples of innovation in other downturns:

- GE started during the panic of 1873
- Disney started during the recession of 1923–24
- HP began during the Great Depression
- Bill Gates & Paul Allen founded Microsoft during the 1975 recession of 1975
- Cisco was founded two weeks before a stock market crash
- Oracle was founded during the Reagan recession

One person's crisis....



Copyright WatsonSessions Consulting

7/10/2009

Is another person's opportunity....



Copyright WatsonSessions Consulting

7/10/2009

Starting Point: Understanding Recession Psychology

- ❖ Not just spending power cut and credit crunch (global)
- ❖ But also consumer attitudes toward businesses due to unprecedented scandals
 - ❖ *Reduced materialism*
 - ❖ *Commitment to sustainability*
 - ❖ *Higher expectations of corporate responsibility*
 - ❖ *Resentment of cynical marketing that treats people as soulless and mechanical consumers....*
- ❖ May be permanent shifts. *...so don't wait to adjust!!*

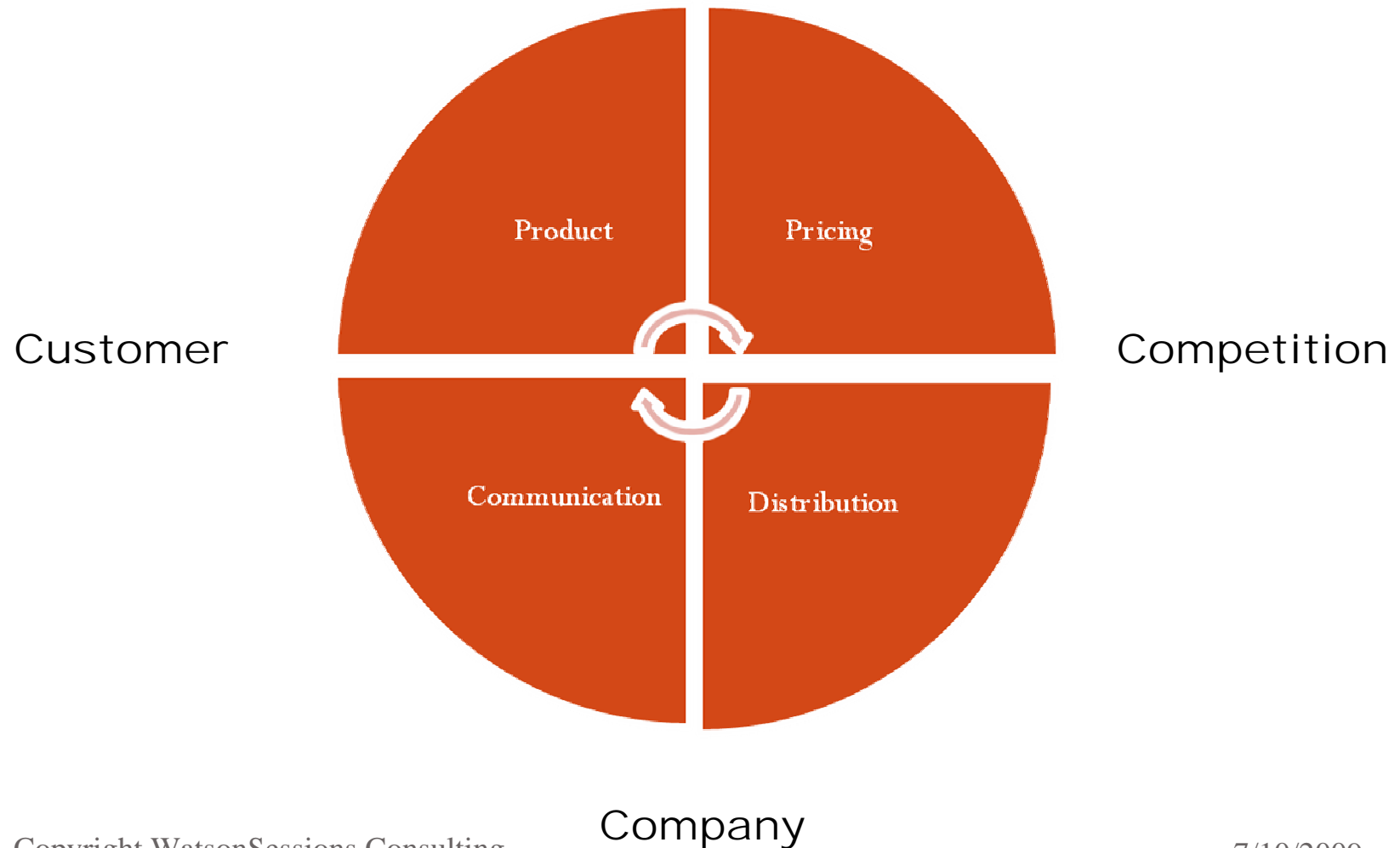
Tailor Your Tactics -- based on new recession segmentation:

PRODUCTS & SERVICES

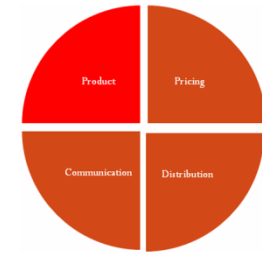
		Essentials	Treats	Postponables	Expendables
C U S T O M E R S	Slam-on-the Brakes	Green	Yellow	Red	Red
	Pained-but-Patient	Green	Yellow	Yellow	Red
	Comfortably Well-Off	Green	Yellow	Yellow	Yellow
	Live-for-Today	Green	Green	Yellow	Yellow

7/10/2009

Time to Review your Marketing Mix

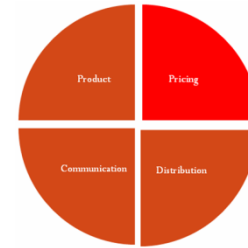


Product



- What is your real product? What do your users or clients have to say?
- Can you reduce product costs? Consider packaging and shipping.
- Get rid of slow moving products!
- Changing your services and productsCreate a lower cost entry model / service AND a higher priced/higher value one? “fighter brand” vs. “premium brand”
- Create innovate improvements to core products. Accessories? Service?

Price

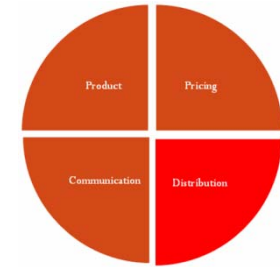


Beware the discount trap with long term consequences!

Consider options:

- Reduce thresholds for quantity discounts
- Extend credit
- Layaway plans
- Loyalty cards
- Reduce item or serving sizes and price accordingly
- Create a perceived discount by including an extra amount "free."
- Unbundle offerings – or fold more services in – or offer both
- Be mindful of the customer's payday cycle
- Discount on a customer-by-customer basis.
- Add value
- Understand each customer's pain threshold

Distribution

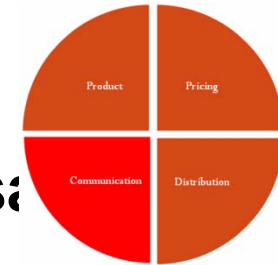


- Assess the best distribution channels for getting products to customers
 - Online
 - Creative distribution
- Determine whether a reseller network would assist in the distribution process
- Review your support and promotions for distributors.
- Arrange a reliable and user friendly ordering system that allows customers to place orders
- Create a delivery system that's faster and more efficient for transporting the product to the customer

Communication:

Don't slash communication budget!

Find cost effective ways to carefully target message to targeted buyers.



- **Fine tune your message – shift your tone**
- **Find cost effective delivery mechanism**
- **Make sure there is a call to action...sense of urgency**
- **Internet advertising...Google Ads**
- **Online social media, e.g. Facebook, Twitter, LinkedIn**
- **Go local...Advertorials, PR, free news coverage...support a community group**
- **Co-operative advertising with a linked business**
- **Reward referrals...the best communication is a happy customer**



Join eLayaway Today!

eLayaway is Online Layaway and now Debt-FREE Credit Building at its Best!

The eLayaway™ system allows you to buy the products and services that you want by paying for them through manageable monthly payments that you set. Our intuitive [calculator](#) allows you to break down your order's purchase price over 3 to 13 monthly payments. eLayaway™ will automatically deduct the payments from your bank account and you will receive your order once it's paid in full. Shop at the [eLayaway Mall](#), the internet's largest selection of products available on layaway or [visit one of over 1000 merchants](#) (and growing) that offer eLayaway. [Click Here to Join Today!](#)

eLayaway Advantage

NOW AVAILABLE!

The Debt-Free Way to Build Credit
eLayaway Advantage™ members receive...

- ✓ FREE eLayaway Transactions
- ✓ Increased [PRBC Bill Pay Score \(BPS\)](#)
- ✓ 2 months FREE Lifelock Protection
- ✓ Shop with Trusted Merchants
- ✓ Discounts on Select eLayaway Merchants

[Click here to find out more!](#)

7/10/2009



" Welcome,
How May I Help? "

mark goodwin pianos

www.markgoodwinpianos.co.uk

Stock Updates:
[Click here!!](#)

[Bookmark This!](#)

Mark Goodwin BA (hons)

email: markgoodwinpianos@gmail.com

Chat with Mark
Offline

[UK Only Please]

SPECIAL OFFERS!

NEW ARRIVALS!

0% Finance

All

Pianos For Sale

Grand Pianos

Used Yamaha Pianos for Sale at Sensible Prices

Breaking News: 6.Jun.2009

ITV have selected one of my restored Yamaha U3 pianos for use in their daytime TV show [60 Minute Makeover](#). Please [click here](#) to see photos of my 1978 Yamaha U3 in the newly overhauled house.

Well hello there! You have arrived at the most laid-back piano shop website ever created (my Mum likes it anyway!). There is no

Contact Me

About Me

Recently Sold

Pianos Wanted!!



Its a shame I can't buy another piano from you next week, its been such a great experience and you're so nice...

What's in Mark's diary today?

Mon.29.Jun: After a long weekend I'm actually quite pleased to be back in the serenity of my piano shop. Please feel free to email me :) [about 4 hours ago](#)

If no message is displayed above, [click here](#) to see what I'm doing today

*[Click Here](#) to read what [Jeremy Vine](#) (BBC TV & Radio Presenter) thought about the used Yamaha U3 piano that he bought from me or **scroll down for my full stocklist.***



Copyright WatsonSessions Consulting

009



“Dental practices are taking a hit and my advice to them is:

Up your marketing and pass on promotions. “

“Every patient that left our office was given a \$25 gift card to use on any recommended service if scheduled within the next 5 days. 80% of patients scheduled back within the time frame. Also, I called patients and asked if I could put them on our email list so I could send them an electronic gift card to a local restaurant. I then send my newsletter to them instead of printing and mailing it. I take pics of my patients with Webcam when they come in and send them a Jib Jab birthday card with their picture along with the e- gift card and they Love it!! Cost to me....zero dollars. ..I worked out a deal with the restaurant owner so she receives my 200-300 birthday patients and they get a free desert. Who has celebrated their birthday alone? Win for the restaurant owner, win for me, win for the client. Stay in touch with your clients, get a Facebook page or Twitter and stay up on the youth, they love it!”

Copyright WatsonSessions Consulting

7/10/2009



Barnsdale Gardens

38 inspiring gardens, all in one place.

For families or gardeners Summer is an inspiring time at Barnsdale. This tranquil spot, with Britain's largest collection of individually designed gardens, is positively blooming with great ideas.



The Gardens

- ▶ Tour the Gardens
- ▶ The Barnsdale Story
- ▶ Visit Barnsdale Nursery



Courses & Events

- ▶ Barnsdale Courses
- ▶ Barnsdale Events
- ▶ Guided Walks
- ▶ Private Hire

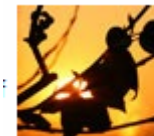


Membership

Free membership

Receive a monthly gardening bulletin from Nick Hamilton, a 5% discount in the Nursery and a 50% discount on a second visit.

[Click to join →](#)



Sundowners
Half price entry after 5pm: June-August.



FREE Children's Entry
with two paying adults

Re-branding to reach new social messages...



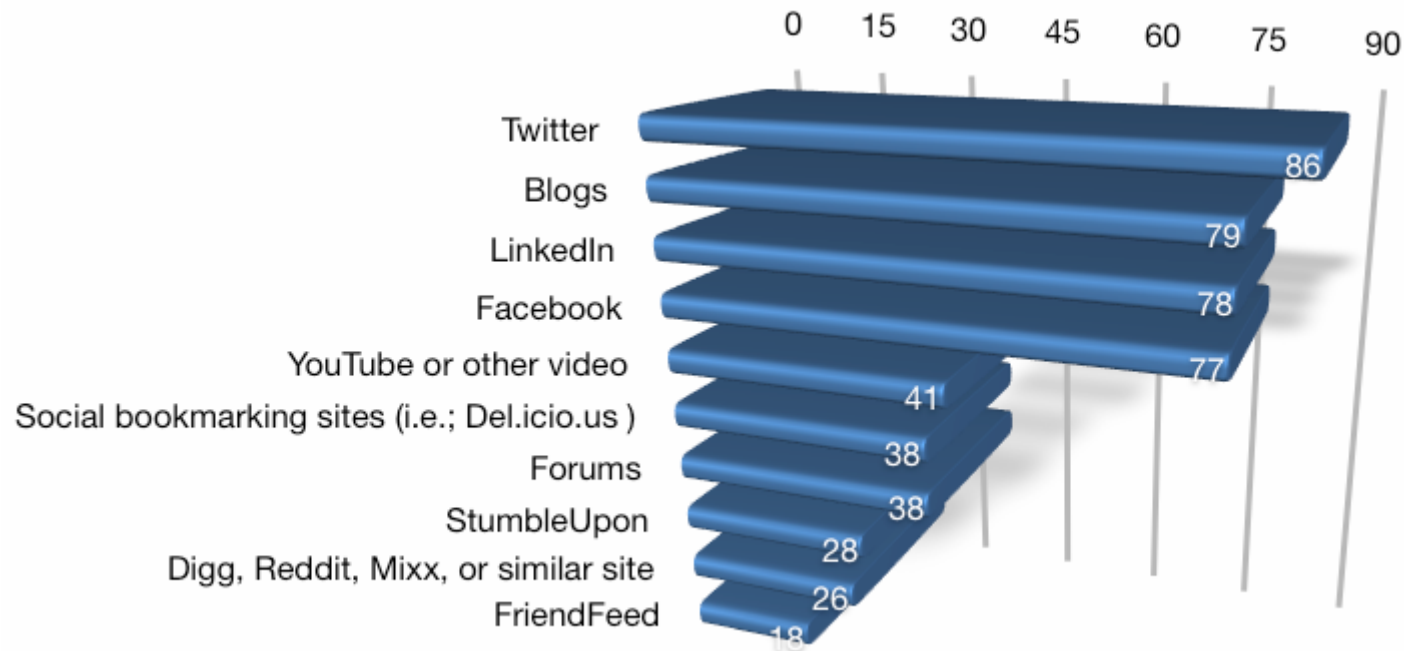
Dovedale
Windows



Social Media Marketing Trends

- Business owners were more likely to use social media marketing (90+%) than employees working for a business (81%).
- 72% of marketers have either just started or have been using social media for only a few months. The largest group just getting underway with social media marketing was sole proprietors.
- Less “push” marketing and more two-way conversation, with emphasis on transparency, interactivity, and authenticity.

Commonly used social media tools



The benefits of social media marketing



Increases to 61.62% for people using social media for years.

How to use Twitter in business

- Word of mouth marketing
- Market research
- Competitive updates
- Knowing what customers are saying about you.



dannysullivan pita pit Newport beach opened today and already big hit <http://twitpic.com/1t0bh> gosh even fight over line jumping
2:55 PM Mar 2nd from twitterrific

Some Examples:

- **Send instant coupons. Empty restaurant? Tweet out a small discount offer for the next hour and fill the place up!**
- **How about Tweet coupons based upon the customer showing you that they've retweeted the offer out to their list of followers? ("Retweeting" = "forwarding" to other Tweepers). This encourages a viral behavior.**
- **Entertainment venues—tweet out the week's events!**

**Whatever you do, ...
protect your brand for the long
term!**



Summary: Factors to consider for recession marketing plans:

- **Research the customer & engage with your customer**
- **Focus on family values and emphasise core values**
- **Maintain marketing spending but spend smarter**
- **Adjust product/service portfolios**
- **Review your distribution strategy**
- **Adjust pricing tactics**
- **Stress market share/Outsmart your competitors**

“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”

**Charles
Darwin**