

# **ECONOMIC SLOW-DOWN?**

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Yes-probably...but in the scheme of things, it's natural. Over the long haul it's only a "blip" on a graph (some "blips" are bigger than others), but still a "blip" ...a "blip" that needs to be addressed.

Some points to consider:

- Have a game plan-one for now, a "vision plan" for later.
- Be positive and aggressive.
- Avoid drastic reactional changes (either way).
- Work smarter and harder. In economic slowdown, several things, other than the obvious, should happen that are worthy of reminding.
- Intensify your efforts for larger market share
- Intensify through larger service levels than ever before-make it easy for them to buy.
- Intensify key end user efforts
- Diversify into other markets.

As tightening occurs, refocus your efforts on the areas you feel are the most promising for your company. Do what you do best-better. Reevaluate those areas (products), which you no longer can devote proper efforts toward. To borrow a phrase from Cincinnati (and Dallas, too) Roger Staubach "surround yourself with team builders instead of ego builders".

These are just a few ideas to apply when that "blip" is on the downside-when it turns, your company will be stronger than ever.

This past year is evidence that the 90's are completely different from the 80's-adjust. (91's a dilly too!) Good selling.

...After writing this one year ago, I believe the above is still true today. While the "light at the end of the tunnel" according to Mr. Greenspan may be presenting itself, there is still evidence of this so-called recession. Even as I write, GM is closing more plants, G.E., too, is laying off more. And so it goes. The advice from one year ago was practiced by our agency and continues today. We have had excellent growth, much better in fact than normal. This calendar year, we are even projecting larger average growth percent! Try it-it may work for you, too.

...A few more thoughts... During the last year, we saw and heard a lot more so-called "finger pointing." If your business is down, don't be so quick to point the finger at someone else. Hey, we're big boys and girls-let's all face it together and jointly tackle the situation. On the other hand, when business is up, don't take all the credit-spread it around. You didn't do it all by yourself. We're in this together in good times and bad. Stick it out together! Good selling.

Think about it.

George J. Hayward