

Strategies for Success In a Slower Market

-Guerilla Tactics and Practices for Immediate Use

This program is only for owners, partners and upper management. The goal of this seminar is to offer realistic information that a business owner can put to immediate use should their market slow and become more competitive.

Topics Covered:

- ◆ **Importance of Maintaining Margins**
Avoiding the price cutting practices that kill many contractors
- ◆ **If, When and How to Downsize**
Learn how a non-growth strategy may actually yield more income
- ◆ **Maximizing Sales Performance**
Understand why and how to make every lead count
- ◆ **Leveraging Suppliers and Contacts for the Utmost Benefit**
Know the deal and leverage benefits other than price
- ◆ **Positioning Key Performers to Achieve Higher Profits**
Identify the rainmakers and profit creators
- ◆ **Understand How, Who and Where to Cut Prices**
Price cutting can work but only when strategically positioned
- ◆ **Leading Your Organization in a Tougher Market**
Your people want to know the boss has a plan
- ◆ **Reorganization Need Not Be a Negative Situation**
Determine when seniority is an advantage or detriment
- ◆ **Focusing on Your Core Competencies**
Discover why utilizing your strengths offers faster recovery than expansion



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