

Sales Pipeline – Creating Opportunities in Uncertain Times

When the daily news is all doom and gloom it is hard to step back and look at the opportunities that may lay ahead of us, however acknowledging the changing environment, making plans and moving forward is an essential part of "business survival". So take a deep breath and ask yourself some of the questions below. We hope these questions will get you and your team thinking innovatively to create opportunities in your business.



Can I deliver my service/product another way with no client contact?



Can I offer a "lite" version of what I already do?



Is there something my client needs right now that I could quickly adjust my current service/product offering to so I can meet the current needs of the market?



Can I change the timing of my product/service that is face to face to later in the year?



How do I have a "virtual coffee" so I can keep in touch with my referrers?



Can I offer a temporary discount rather than losing the sale completely?



Can I bring forward a service that does not require face to face contact to earlier in the year?



Are there other options I can give my clients?
Eg. Rather than a refund can I give a credit or provide a different service?



How do I still keep in touch with my industry bodies/customer so I stay in touch and informed about the trends and needs of my clients?



How am I going to communicate with clients during this time to keep them up to date?



What can I do to be a thought leader in my industry to help my clients and colleagues navigate these uncertain times?

