

**Richard Gee**

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**From:** Sales Training Community [susan@salestrainingindustry.com]  
**Sent:** Thursday, 31 July 2008 1:52 a.m.  
**To:** sales@geewiz.co.nz  
**Subject:** Article: Research Results-How Your Competition is Making Their Numbers in the Down Economy

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## Intelligence Center Update

**SALES TRAINING**

**Strong and Simple Sales Views: Counter Intuitive Sales Strategies in a Down Economy**

As our economy continues to ebb and occasionally flow, do you know what sales strategies will be the most effective in helping you achieve your overall business goals? Regardless of how we have handled the economic turmoil in the past, we can all learn new sales strategies to help us meet our financial goals during difficult business times.

Recently I read an article written by Carlos Quintero of [Sales Effectiveness](#) in which he discussed counter intuitive strategies for achieving financial goals in a slowing economy. This information can be very useful to you as you develop your sales strategy in the coming months.



Susan Niemchak

Click here to read "[Ten Sales Strategies for a down Market](#)", for some insight into how 14 different sales organizations are making their numbers in a depressed economy.

As always your comments are encouraged.

Kind Regards,

Susan Niemchak  
[sniemchak@trainingindustry.com](mailto:sniemchak@trainingindustry.com)



### Latest Headlines:



[Corporate Visions "Blogs all about it"](#)



[Richardson's, "Perfect Selling" on Best Seller List](#)



[Richardson Executive Wins Stevie Award](#)

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***Money Objections: It's Never About the Money***

By Sharon Drew Morgen

Our Second article discusses the objection so many of us encounter: cost. What is not so familiar is the way Sharon Drew Morgen handles this real life situation, turning a COO with an objection into an advocate.

[Click here to read, "Money Objections: It's Never About the Money"](#)

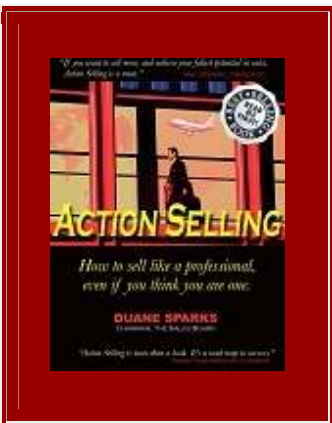


[New Salesforce.com Certification Program](#)



[ACT! by Sage Platinum Care Subscription Aids in Tough Economy](#)

## August Book of the Month:



**Action Selling** is an easy-to-read road map to increased sales. It describes how and when to utilize the five critical sales skills within a 9-Act procedure that keeps salespeople in step with the customer's five buying decisions. Sell more with **Action Selling**.

*"The second time was just as good as the first. I'll have my sales force read Action Selling at least once a year!"* Robert C. Bowen, Chairman & CEO, Scientific Learning Corporation

*"When I finished this book, I set it down; within 5 minutes I picked it up and read it again cover to cover!"* Susan Niemchak, Managing Director, Sales Training Community at Training Industry.com

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