



Breakthrough Ideas

Succeeding in a Tough Economy

In hard economic times, with credit tightening and people being more careful about their spending, it is more important than ever to identify your customers' and prospects' most pressing issues and show how you can help solve them.

Help your customers and prospects:

Minimize cash outlay

Look for ways you can help customers control expenses. I helped one of my clients set up a new partner program. Because their product provides software-based internet traffic load balancing (their competitor's products are hardware-based), their partners do not need to stock inventory, thus saving cash outlay on the inventory and storage space. In addition, partners will save on installation costs.

Generate incremental sales

Identify how your products help your customers generate new sales in their current market or address a new segment of the market, thus providing an opportunity for sales growth. For example, the client above enables their partners to offer their customers a new capability (more in-depth traffic scripting) that dramatically speeds up response time for a certain class of websites so their partners can sell to this new segment.

Provide a new differentiator

How can your products/services distinguish your customers from their competitors? We are creating a new program for another client- using their current products to address a whole new market. The company provides medical imaging technology. The new program will address brain health, a growing field that is generating a lot of excitement. This offering will enable my client to provide their customers (hospitals and clinics) with a new service that differentiates their offering.

Respond to unaddressed problems

Look for ways to solve persistent problems your customers have been dealing with. One of my clients brought to market a small, portable ultrasound unit which enabled ultrasound technologists and doctors to perform ultrasound exams in cramped hospital rooms. This made it possible to save the time and effort to move the patient (in their hospital bed) to the equipment.

Translate the value you provide into dollars and cents

Capture the actual impact your products/services have on critical business results. Use this data in regular business reviews to show the value delivered. Translate it into case studies and ROI analysis tools and use it in the sales process.

Please feel free to contact me to discuss how you or a colleague can translate these ideas into sales.

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Accelerating Revenue Generation