

Five Steps to Adjust Your Sales Process in Uncertain Times

1

Reevaluate

Re-qualify every prospect based on budget, urgency, current pain. If they don't meet today's standards, move them out or reframe the conversation.

2

Segment Opportunities

Break into:

- (1) Ready to Buy Soon (High Certainty)
- (2) Long-Play (Good Fit, Slow Decision Timeline)
- (3) Unqualified (stalled, unqualified → Move them out!)

3

Reconnect with Top 20%

Schedule a Client Review with your most valuable accounts. Reinforce their pain vs. your value. What other departments do they see could use your help?

4

Focus On Winning KPIs

Identify 2 to 3 lead generating activities that have worked well in the past. Double down and measure. Track daily, weekly. Build momentum. Focus on what works vs. doesn't work.

5

Control the Controllables

Slow markets can make you feel stuck. Focus only on activities you can control: Outreach, Follow-Ups, Networking, and Client Touchpoints. Action Creates Action.

Do you need help or have a question about your sales process?
Need someone to evaluate your processes?
Contact us at Questions@TheSlowPitch.com.
Text your question to (608) 708-7569.

