

Recession-Proof Your Pipeline



Agenda

1. Do Your Sales Math
2. State of Emergency
3. Industries Matter
4. Referrals and Upsells
5. Get Back to Traveling
6. Pay for what you need



Do Your Sales Math

- What is the current math of sales metrics?
- How could those change?
- What does the pipeline need to look like at the end of July?

State of Emergency

- Declare a State of ~~Urgency~~ Emergency
- What lessons did you learn from the pandemic?
- You must hold reps accountable - do you know how to do this?



Industries Matter

- What industries will be least impacted by a recession?
- Can you double down on those?
- Can you hire a sales representative who specializes in vertical?

Referrals and Upsells

- Are you doing NPS?
- Do you have a formal referral strategy?
- Get more from your existing clients



Get Back to Traveling

- Your ICP is at conferences and trade shows - local, regional, national
- Do F2F QBRs with your key accounts



Pay for what you need

- PFP (Pay for Pipeline)
- Pay more for upsells
- Pay more for an industry expert sales rep.
- Pay more for qualified leads

