

### **“Recession-Ready Communications for Your Business”**

First of all, **UNDERSTAND** your current business conditions.  
*Check for storm warnings.*

#### **Face-to-face discussions:**

Talk to customers. Review current account activities.

Are customers buying the way they have? Are prospects thinking less or more about buying? Are project pipelines full? Are phone calls and emails being returned?

#### **Metrics-based intelligence gathering:**

Monitor metrics on:

- Call center activity
- Product upgrades
- Newsletter or email opt-outs
- Email and direct mail open and response rates
- Walk-in traffic -- Website traffic

#### **Competitive changes:**

Are your competitors changing in size, number or activity?

Secondly, **ADJUST** your communications based on what you've learned.

*Take a stem-to-stern inventory, check for leaks, trim your sails and steer for the best course -- sometimes into the teeth of the storm.*

Review and adjust your message matrix/map for --

- Customers
- Prospects
- Channels and partners
- Press
- Analysts
- Investors
- Employees -- management and staff

Reduce communication inefficiencies. Improve writing skills for staff to reduce email churn, call center traffic, unhappy customers.

Re-message or reposition communications for

- Website, including search terms / key words
- Sales collateral
- Direct mail and demand generation -- the who, what, where, when and how
- Press releases
- Boilerplate description of the company
- New case studies

When communications are in electronic form, these changes can be relatively fast, easy and cost-effectively. But timing is almost everything. Start getting ready now!