



“If you can keep your head when all those around you are losing theirs, then you’ve probably misinterpreted the situation”.

This need not be the mantra for your company and while the current boiling cauldron of economic worry doesn’t seem to want to simmer down, it is critical to your business that you generate confidence in your own staff, in your clients and in your prospects.

So are we all doomed? No. It’s time to adopt the confidence-positive stance.

Confidence has its own dynamic. When it is positive and real, it breathes life into every action we take and it’s a no-brainer that prospects will be extremely wary of doing business with companies they’ve never traded with before. Their sales b*****t detectors are already turned up to 11.

To give them confidence in us we have to make our confidence infectious:

1. We have to get in contact with every existing and past client, positively. Remind them why we’re the best people to do business with. Remind them again and again. Complacency will kill your business!
2. We have to find new sales through prospecting on and offline. Exuding confidence at every touch point through new channels we may never have used before. Believe in your marketing!
3. The confidence you exude has to be real and deep rooted. While the pace of actions is urgent, real confidence is almost casual. This is not arrogance but an indication that you see the future differently from your competitors. Walk the talk!

Business has always been about slings and arrows, the ups and downs, the challenges and the rewards. Better things emerge from adversity. After two World Wars, the Great Depression, the Dot.com crash, new ways and new businesses have emerged (Newcastle United might even emerge better!).

While every business has to look realistically at future expenditure and meet essential obligations, the guys at the top must instil a notion of **confidence-positive**.

Nothing works better in business than bringing in new / more sales (of the right sort) so it’s time to do so from every quarter we can.

Be un-British and bring your staff into your confidence-positive. No-one has the definitive solution to the current woes but there are sensible steps to be taken and working as a team can exude the right signals to every customer / prospect at every touch point.



If you're au fait with the internet, begin maximising its use. Smarten up and optimise your website. Start a blog and create a community of customers where you can keep them informed of what's happening in yours and their worlds. Add a video and get yourself promoted via the appropriate video channels.

Sign up to MySpace, Facebook, LinkedIn and the like, and really work them to spread your confidence everywhere you can. The beauty of these methods is that most are pretty much free. And if current sales are falling you'll have plenty of time to do this! Get cracking! For those new to the internet, simply having a website will NOT be enough. Now's the time to start looking at online advertising, viral marketing email campaigns, seo, RSS contact with key clients, because your direct competitors probably won't be doing this. It has to be co-ordinated however.

Most of your prospects will have resources. They are worried but still need to do business. They want to do business with people they trust. They want help of a type they can trust. If you can show them real confidence through multi-channel and constant communication on the things they worry about in their business, then they may well turn their radar onto you.

No-one says it's going to be easy and for some companies this is going to be a rude awakening, but you have to start doing things differently or you boat might hit the rocks – not because you're not good, but because you couldn't make them believe you are good enough.

Confidence is infectious.

Be prepared. Be persuasive. Make it happen.

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