

4 Tips for Moving You and Your Clients from “Surviving to Thriving” During Challenging Times

By **Jessika M. Ferm**

As the news and media bombard us with negative information about the economic climate and the doom of big business, it is all too easy to let fear lead the way. While we may be seeing the end of mega stores popping up like mushrooms, these challenging times can be exciting for entrepreneurs and business owners who are determined to find ways to thrive in the new environment.

These tips will help you stay on track and focus on positive strategies and outcomes:

1. Identify three industries, markets, or countries that are thriving at the moment. Once identified, list three ways that your product or service can assist, benefit, or add value. Create a marketing strategy to tap into that industry or market and move into action.

2. Create proactive proposals to current clients sharing that you know how to help them thrive. In a challenging economy, you must take charge. Research how this economy has affected your clients in their particular niche. Prepare proposals that demonstrate what you know about their current business state, challenges, and opportu-

nities. Create a proposed plan showing how, with your help, product, or services, the client/prospect will be able to move out of “fear-mode” and into “strategic-growth mode.”

3. Offer free advice and expertise. During challenging times, the gift of free advice and expertise can make the difference between keeping and losing the relationship. Great examples of “free expertise” include: complimentary consultations or seminars that offer information valuable to your clients and prospects, free tips and tools that give your clients and prospects new information (online resources are great), articles and books that address specific business challenges. Remember not to “sell” your expertise. Offer it freely without strings attached.

4. Keep a “Positive Mojo” file with information about trends and ideas that help your clients/prospects stay energized. While we may be fascinated by catastrophic events or doom and gloom news, most of us prefer positive information and hope that we won’t be affected. You will be viewed as a resource and a positive business partner.

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