

Preparing Sales for the Coming Storm

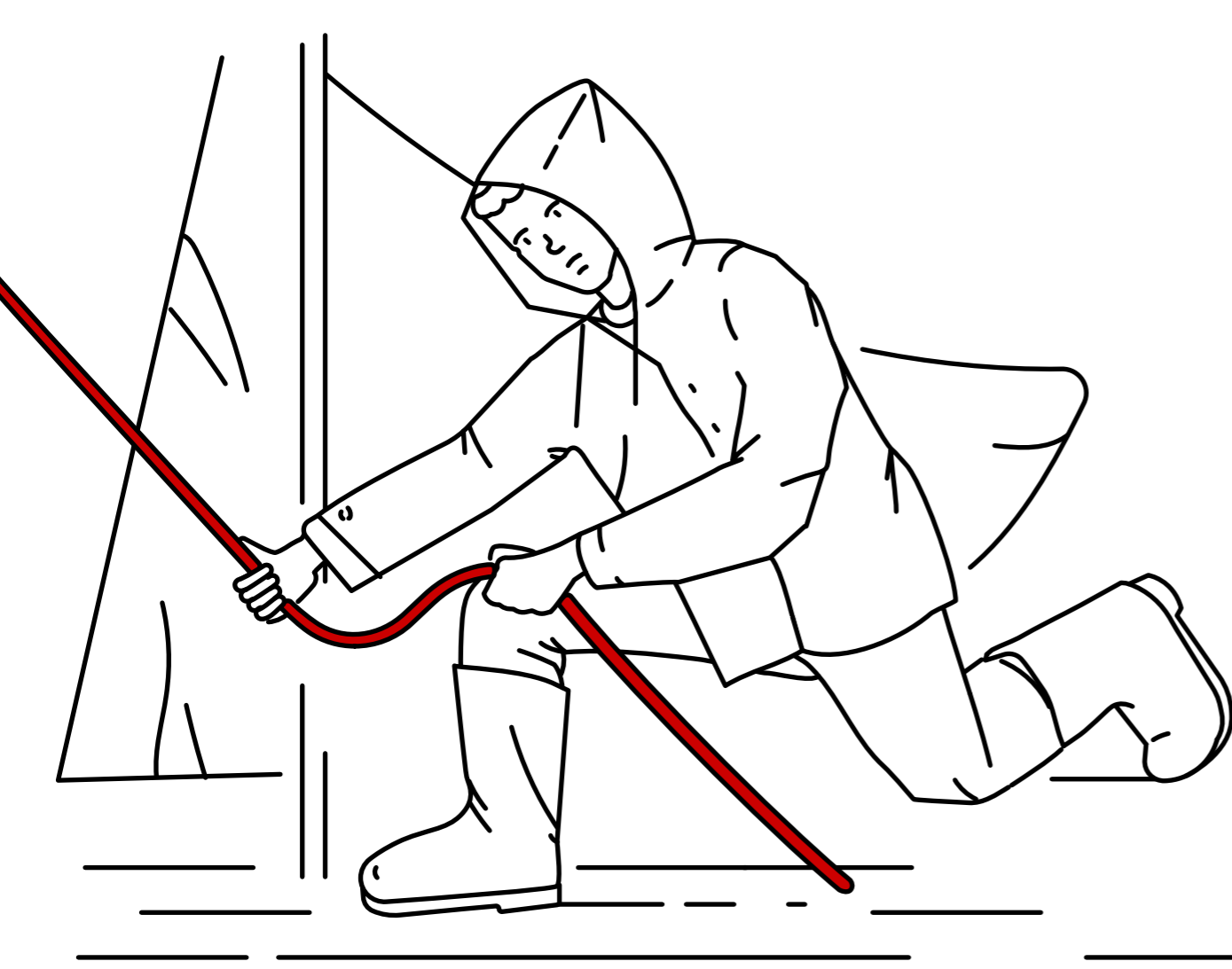
Companies that plan ahead and tap digital tools can not only survive in a downturn but thrive

Most firms are not ready for a recession

Economic downturns catch many companies by surprise

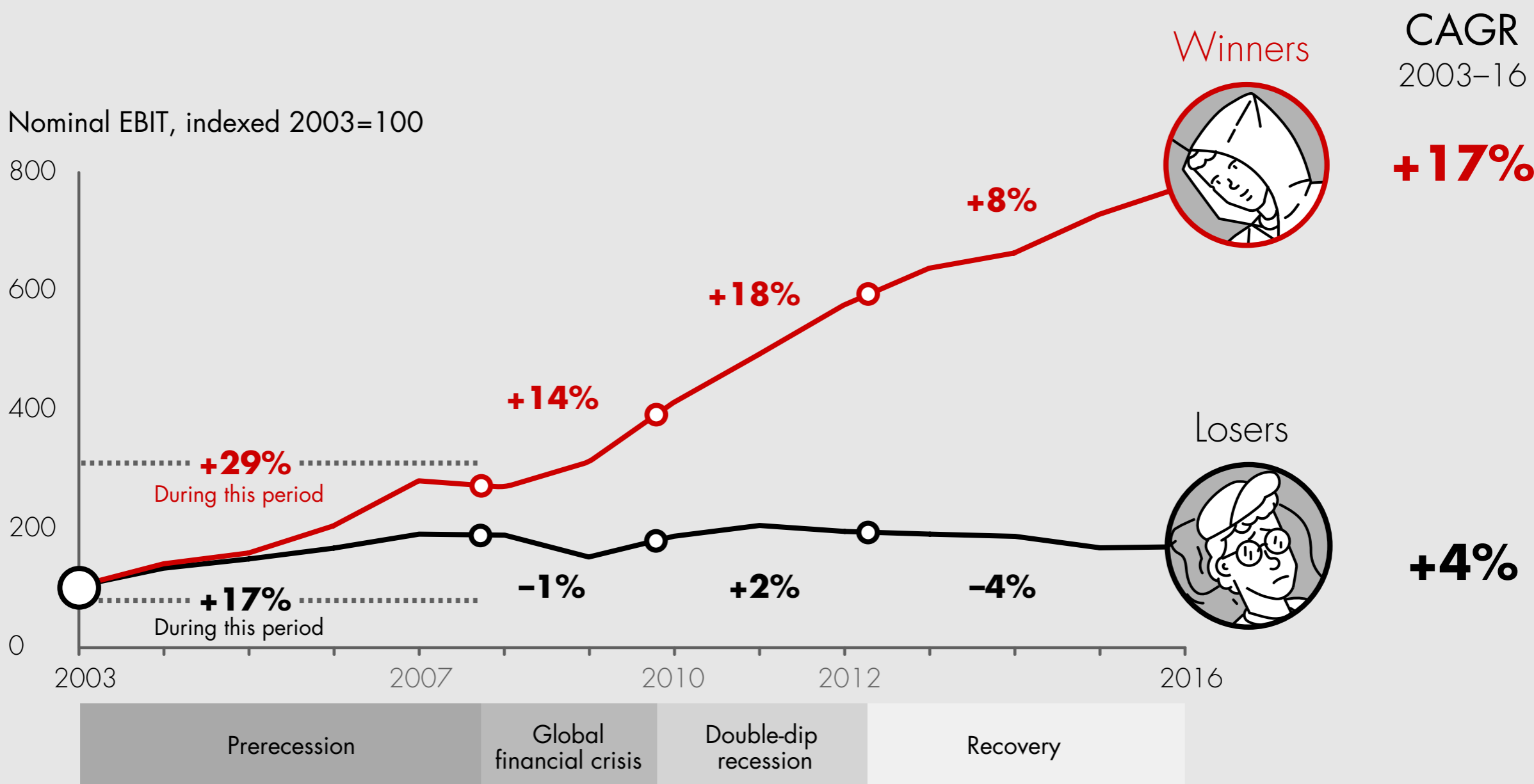
43% of sales organizations develop recession plans well in advance

57% of sales organizations do not plan in advance



Downturns present a unique opportunity

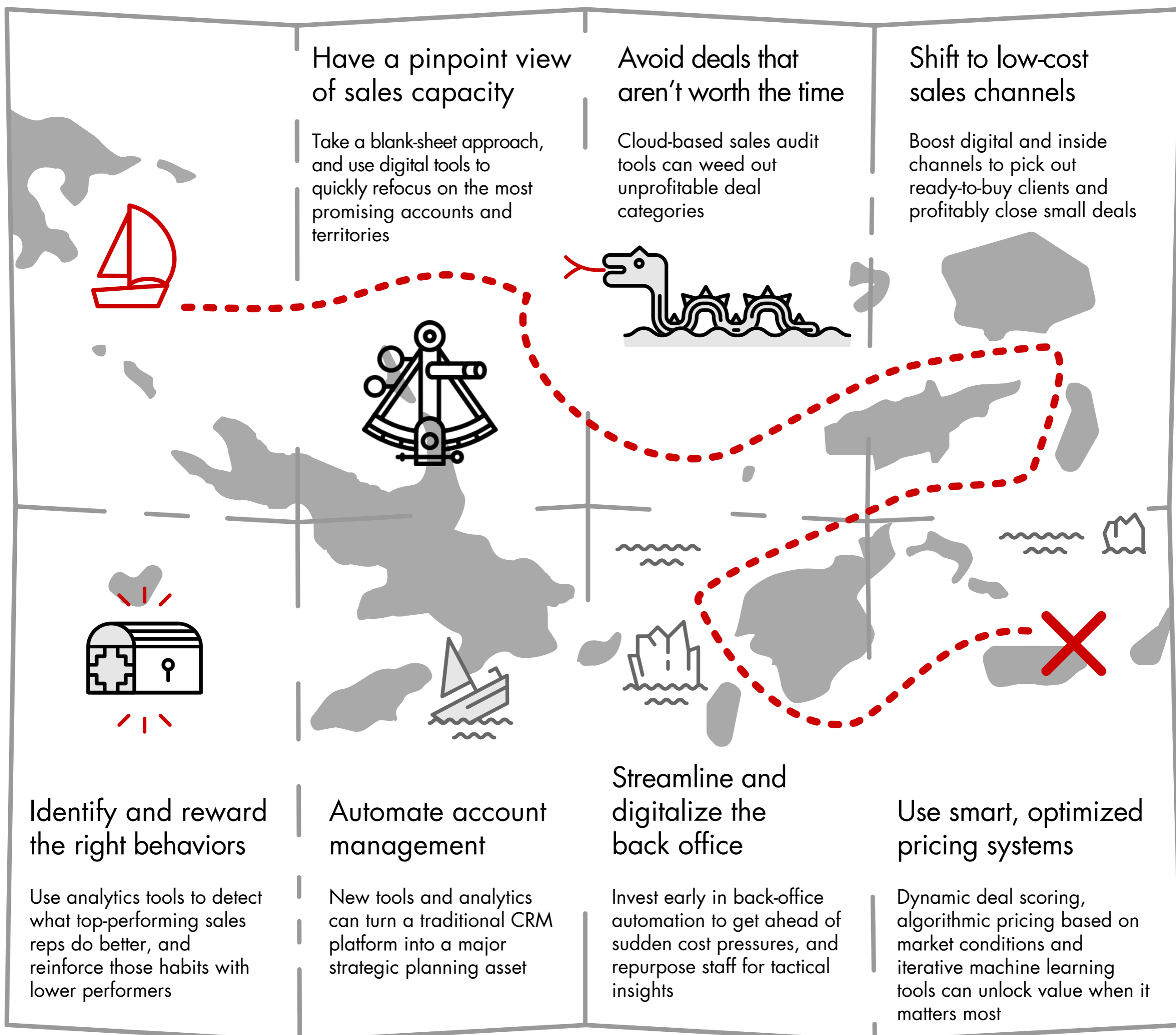
Companies that prepare for changes during good times can cut costs and capture share when the winds turn



86% of firms with recession plans target downturns for gaining market share compared with **50%** of firms that make plans after a recession hits

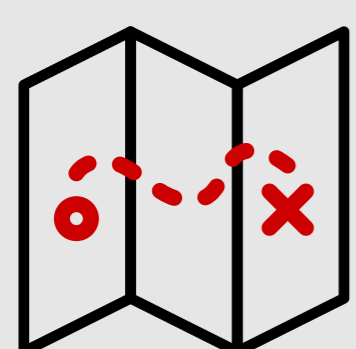
How to thrive through a downturn

Well-prepared firms can tap digital tools to gain market share and pull ahead of competitors



The route to recession readiness

Companies can ride out the storm by sticking to three time-tested principles



Tie sales resources to the market opportunity



Be disciplined with time, staff deployment and discounts



Bring new and better data to decisions, and adapt through lean and Agile operations

Based on:

Is Your Sales Organization Ready for the Next Recession?
www.bain.com/sales-recession

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