

Selling in a Tough Market



Economic downturns? They're rough—they bring stress, doubt, and a whole lot of fear. But with the right mindset and sharp tactics, you can not only survive the hits, but come out swinging stronger than ever.



Mindset

Train your mental resilience

- See every setback as a lesson
- Inspire yourself with daily
- Focus on what you can control



Value Prop

Nail the punch you pack

- Validate with Customers
- Highlight Uniqueness
- Show Real Impact



Market Conditions

Stay sharp and adapt

- Monitor consumer confidence
- Adjust to market feedback
- Train for longer sales cycles



Ideal Customer

Know who you're fighting for

- Refine based on feedback
- Focus on the highest returns
- Shift ICP as markets change



Need help?

Struggling to articulate your value in simple terms?

We transform your customer value proposition into a clear, compelling narrative using our proven process called The StoryStack Method® making it easier for your sales team to articulate your value.

Book a complimentary discovery call today: hello@weexplainstuff.com



www.weexplainstuff.com