

# SELLING VALUE IN TOUGH TIMES

*Presented by Tom Reilly, author of How to Sell and Manage in Tough Times and Tough Markets (Motivation Press, 2007)*

This tone-setting presentation introduces audience members to the inspirational and practical message of hanging tough mentally and hanging on to profit in tough times.

In tough times, some companies survive, some fail, and some thrive. The theme of this presentation is that you can thrive and gain traction in tough times. The choice belongs to you.

## TOPICS AND THEMES

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- Tough times in perspective
- Half the battle is in your head, and the other half is on the streets.
- Positive and negative attitudes toward adversity
- Twelve things salespeople can do in tough times to thrive

## AUDIENCE VALUE PROPOSITION

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When audience members embrace the tough-times philosophy and execute its strategies and tactics, they will gain traction in their territories and thrive.