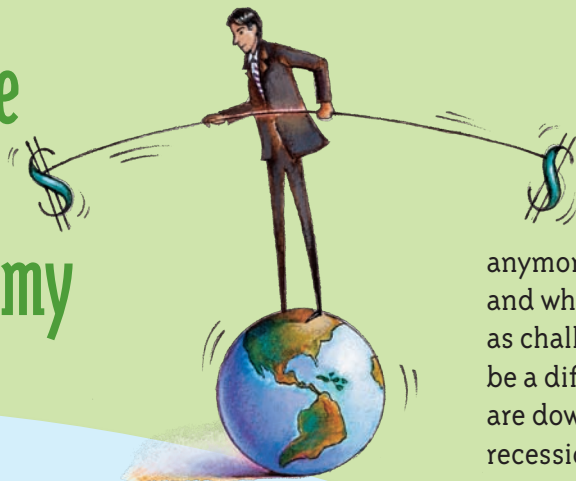


How to Make Money in a Down Economy



Remember the months after September 11, 2001, when sales slowed to a trickle and those sure full page ads weren't so sure anymore? Those were tough times, and while 2008 is unlikely to be quite as challenging, it's fast shaping up to be a difficult sales year. The markets are down, there are rumblings that a recession may be looming, and many companies have already reduced

their advertising. So what can you do to make money in this environment? If you want to make more money during this turbulent period, then this sales workshop is for you.

Learning objectives for the day: - Remember who loves you – the 80/20 rule - Increase your value to your customers – what makes you different - How to re-direct your attitude and stay positive – it is what you think it is - Follow-up and Follow-through – out service the competition - How to reconnect with your customers, do you know your customers goals - We are all in this together.



Tim Smith Consulting

Tim Smith Consulting is a management training corporation located in

Allentown, Pennsylvania. Our corporate mission statement is *“to provide our customers with quality classroom instructor led business skills training”*.

We are very results oriented in our approach and can show our customers specific benefits. Our approach has been proven over and over so that we can ensure the success of our customers in reaching their specific goals. At Tim Smith Consulting, our philosophy and our approach is simple: **practical proven techniques and customer satisfaction.**

Tim has worked in the newspaper and print industry for over five years. He started out in

Circulation and was promoted to a supervisory role in the Production Department due to his work ethic and his results. He has also worked on the sales side of the business again being promoted to Sales Manager due to his results, especially in revenue, repeat business and his ability in new business development.

Tim has delivered tailored training programs on management skills, customer service and sales training to the newspaper industry for over seven years. He has done keynote speeches, conventions, individual newspapers and one on one coaching with managers, production, display, editorial and sales people. He has helped several organizations put together

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their customer service model and increase sales through more consistent prospecting methods and up-selling with their salespeople.

Tim Smith Consulting clients include:

- Iowa Newspaper Association
- C & G Newspapers
- Northern Circulation Managers Association
- Community Papers of Michigan
- Independent Free Papers of America
- Harlan News
- Kapp Advertising
- Community Papers of Florida
- Midwest Free Papers Association
- The Tampa Flyer



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