



**SPECIAL REPORT**

**Growing Business in a Volatile Economy**

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# **Thriving in a Volatile Economy**

**A FREE SPECIAL REPORT  
50 Tips for Business Growth in a Volatile  
Economy**

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## **Acknowledgements**

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The largest single issue with selling in a difficult economy is change. There is change in buying power, change in budgets, even change in decision criteria. However, what is not changed are goals, annual commitments, and a desire to excel.

I am willing to bet that you believe that the economy is holding you back from quota. I am willing to believe that stress is increasing. How bad do you think the economy really is? Do you believe the economy is why you cannot sell anything? Well, here is some interesting information for you.

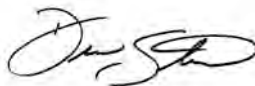
- *Halloween spending this year is \$6 billion.*
- *Christmas spending on the Internet will increase by 22%*
- *Review your interstates and local roads; notice all the new automobiles.*
- *American football stadiums are still selling to capacity crowds.*
- *Fast food and restaurant capacity has decreased only marginally; people still go out to eat!*
- *Beer and liquor products are holding up well.*
- *Seven of every ten firms are holding an annual holiday party!*

***The world has certainly changed.  
Economic conditions will alter the  
way business is conducted.***

So, if the economy is down, why is there so much spending? While I do not suggest you ignore the issues, media outlets seeking viewers contrive much of the news. You need to ignore these unnecessary distractions and simply get back to business. Stop getting distracted and stop listening to the negative. You must find methods that provide the inside track and get your sales into fifth gear.

This report seeks to provide some of our time-tested methods based on over 5000 organizations and 27 years of research. Our hope is for your firm to standardize these practices to become more strategic, more efficient, and more profitable.

Blessings!



Drew Stevens PhD  
Stevens Consulting Group

## Thriving in a Volatile Economy

Okay, so the economy appears bleak and quotas and activities are off. Gasoline stations are busy, restaurants are serving food, and patrons still visit hair salons. It is not as bleak as the media pronounces. What is dismal is the attitude of many. This brings you down. You must reinvent many of your processes and models so that you thrive in this dismal era.

## THREE CONSIDERATIONS OF BUSINESS GROWTH

### 1. **No Matter The Business, You Are In The Marketing Business**

Too many entrepreneurs, selling professionals, and other business people forget the rationale of business: to grow customers. The only method to grow business is to proactively solicit it. Too many individuals wait for sales, marketing, advertising, etc. to aid in their endeavors. Stop the laziness and get the business. It will not simply come to you.

### 2. **Customer Service Counts**

Many business professionals forget that over 50% of every sale relates to the interaction and relationship with a customer. If you truly want more business, look at the methods, or seek new methods, to engage in active client interaction. Service differentiation is achieved and more clients retained with participative customer experience.

### 3. **Communication**

Much of the reason for business failure is a lack of communication. If you truly want to impact

***Time for  
Renewal!***

***Communication is vital for  
company success!***

your business, follow the 25x2x50x5 Rule. Ensure you contact your top 25 clients once every 2 months. If needed, purchase a small token of your appreciation for no more than 50 dollars. In addition, your clients are your adjunct marketing staff. If you seek more business, ask them for at least five new individuals that need the value you provide.

## **Moving From Neutral to Fifth Gear**

### **4. Get Testimonials**

One of the best business growth tips is to obtain testimonials from those who admire your expertise. A great sales tip is to get others to blow your horn, and testimonials are a tremendous way to illustrate your value since others tell prospective consumers. Get as many as you can and display them where you can.

### **5. Networking**

If you do not network, you are missing opportunities to meet others who might be interested in your services. Attend events that stretch you and allow you to meet new people. Networking is a key exemplar for telling others of your service and keeping you “in front” of potential clients.

### **6. Join an Association**

I do not advocate membership in associations for membership’s sake. Yet membership in associations enables individuals to take leadership positions and meet new people. Join only those that resonate with you and are causes in which you believe. Check an association before you join to save investments, but do join. Do not ignore this key investment area (KAI).

### **7. Provide a Seminar**

Specialized physicians use seminars to market products and services. Review any regional newspaper and you see that back, lasik, and plastic surgery services are offered. Insurance agents have used seminars for decades and, similar to a television infomercial, this is a great concept to market your information and become visible. We recently worked with two retail stores

and one chiropractor; the average increase in both businesses was 135%, and directly attributed to seminars. Obtain a FREE REPORT on Building a Seminar at <http://www.drewstevensconsulting.com/seminartips>

**8. Provide Some Publicity**

The best method for business growth is being visible and the only method is publicity. Write press releases and stage open houses (depending on your business), but conduct the free events necessary to attract attention. A simple press release is easy to write, easy to send, and costs nothing. To obtain a press release template, send an e-mail to [blog@drewstevensconsulting.com](mailto:blog@drewstevensconsulting.com)

**9. Speak with Vendors and Suppliers**

Similar to how testimonials work, your vendors and suppliers know about you. If you conduct business honestly, amicably, and fairly, vendors will tell others. Seek referrals from this group now!

**10. Visit One Of Your Professionals**

Attorneys, chiropractors, dentists, and other specialized areas all have large client bases with potential clients. Ask your practitioner if you might be recommended to others. Do provide some show of gratitude if they agree to work with you.

**11. Write Articles And White Papers**

Articles and white papers are great methods of illustrating your industry and company expertise. Similarly, documents provide intellectual capital and illustrate your knowledge in a key area.

**12. Use Employees As Marketers**

Employees provide brand awareness with conversation about the organization and its services. In addition, employees use organizational products and services with family, acquaintances, and peers, thereby solidifying brand awareness. These loyalists have passion and conviction for company products and services; they are the best avatars of organizational wares.

**13. Review Or Use Collateral Materials**

Take the time to review your collateral materials to update any out-of-date areas. Now is the perfect time to update clients, testimonials, and other key areas that reflect your current business.

**14. Cold-Call Prospective Clients**

If you want business, stop procrastinating and pick up the telephone. The name of the marketing game is rejection, but overcome the idea that prospects reject you; they don't—they reject your value and ideas. Be prepared, be articulate, and be courageous and you just might unearth new business amongst the muck. What are you doing that your customer is not? For more information on cold-calling techniques, review Split Second Selling at <http://www.stevensconsultinggroup.com/products.asp>

**15. Call your existing clients**

In Tip 3, I mentioned the importance of maintaining contact with clients. You need to connect with ALL of your clients. Connect and determine if they need the value you provide.

**16. Starbucks Initiative**

Look around your local Starbucks and watch other patrons. With some initiative, introduce yourself and engage in conversation. Your next mocha java might be your next prospective customer!

## **Look at Recession-Proof Opportunities**

Incredibly, there is a positive aspect amongst the “shock and awe.” If you currently are in transition or know someone that is, there is hope. According to the outplacement consultation firm Challenger and Gray, numerous businesses and industries ignore recessionary issues. These are the businesses that will thrive no matter what in any economy; they are the heartbeat of every international economy. Look at these to either switch your current occupation or perhaps seek new business opportunities for success.

### **17. Education**

Education thrives in any economy. Each nation requires a competent workforce. In the United States alone, education continues to thrive with the introduction of both charter and online education. New adjunct and teaching jobs are required to educate the new workforce. With downsizing, restructuring, or whatever the new term, individuals will re-educate themselves to apply new methods for new positions.

### **18. Healthcare**

The aging population of both the Baby Boomers and veterans brings an urgent need for healthcare professionals. Individual physician, hospitals, and specialized healthcare will require assistance. As individuals age, nursing homes, technicians, and record transcription services will provide numerous opportunities.

### **19. Fitness**

The aging of veterans, Baby Boomers, and Generation X will require a review of their physical health. Many corporations are cutting healthcare benefits. Diabetes, obesity, cancer, and heart disease affect over 100 million Americans. Gyms and fitness professionals will flourish by caring for those who desire change.

### **20. Energy**

The new administration of Barack Obama will hold to campaign promises to develop alternative energy. As the earth's resources diminish, it is necessary to find new energy to assist the population increase.

#### **21. Environmental Services – "GREEN"**

The diminishing of the earth's resources and current issues of both global warming and toxic waste provide a renewed need for "green" alternatives. Many corporations, even real estate professionals, are focusing energy in this area. Green skills will provide tremendous growth opportunities.

#### **22. Child Care**

Individuals work and even though the Millennials become family-oriented, both parents will work. The need for services to a population of 80 million will be in great demand.

#### **23. Pet Care**

Most individuals love animals and they require care. With over 100 million pets in the United States, veterinary care is a growing industry.

#### **24. Globalization**

We no longer live in isolated environments. The world is now global and so must you be. Talent in many industries is vital; Eastern Europe and Asia seek educational assistance and, the United States, technical assistance. International business will continue to grow, especially for those cross-culturally proficient.

#### **25. Consulting**

Since restructuring is a new corporate habit, there is a vital need for short-term specialized services. Since there is a limit on internal resources, consultants aid in short-term crises. What is an available specialization that you can market? Expertise is never in limited supply.

#### **26. Security Needs**

The avatar for security is the increase of terrorism. Expertise is vital in securing borders and public areas of interest. Second, crime

increases during economic uncertainty and additional resources reduce criminal activity.

### **27. Personal Care Products and Services**

Everyone needs to care for him- or herself. Services such as barbers, hair beauticians, nail technicians, and clothiers always succeed. In good and bad times, individual need for personal care is a necessity.

### **28. Dry Cleaning**

Similar to personal care, individuals still require the cleansing of suits, ties, shirts, blouses, skirts, etc. Dry cleaning is a necessity.

### **29. Home Improvement Services**

Residential and commercial sales decline but the need for improvement always exists. Do-it-yourself and residential improvement services, especially for storage, are an increasing need.

### **30. Legal Services**

From wills to bankruptcies, individuals always require legal assistance. Whether from an attorney or paralegal, expertise is required with the growing populace.

### **31. Non-Profit Institutions**

The non-for profit world is continually isolated from a recession. Volunteerism requires continually renewing resources to assist growth. In addition, Barack Obama advocates volunteerism, especially demonstrated during his election efforts when he said he would play a great role with increasing this area. Looking at the data in Missouri alone, there are more than 160,000 non-profit organizations!

## **Self-Mastery – The Laws for Success**

The following is a portion of the Selling Laws I believe assist in both business development and business richness. Take note of the following laws and determine how to integrate them into your business.

### **32. The Law of Competition**

Competition is around in every business, whether you are an employee or a company. It is imperative to focus solely on your strengths and NOT on your competition. Focus on your core, concentrate on value and customers, and your business opportunities will flourish.

### **33. The Law of Risk**

If you deplore risk, then do not engage in business. There are numerous peaks and valleys and you must take prudent risks to alleviate the business gyrations. Business is all about risk. Take a risk now and again; for example, get a loan, call a different client, discover a new industry.

### **34. The Law of Hurdles**

Obstacles are constantly in your way: gatekeepers, budgets, and the ever-present objections. The ability to jump and avoid hurdles will reap huge business gains. Discover your hurdles and what defers your success.

### **35. The Law of Procrastination**

Do the things you deplore first. Refrain from procrastination and get the tasks done. Lethargy provides poor behavior. Get more done now by stopping the excuses. For more information about overcoming procrastination, review Pump up Your Productivity, located at:

<http://www.drewstevensconsulting.com/productivity-power/power-productivity-resources>

**36. The Law of Grace**

Be gracious and professional at all times. The ability to drive business professionally and with grace places you at the top of the client list. Use a code of ethics and professionalism. Conduct business with an aura of social responsibility. Customers want to conduct business only with those they trust.

**37. The Law of Flexibility**

Changes occur in every business day. You must learn to immediately adapt to present conditions.

**38. The Law of the Inside Track**

Similar to the track and field athlete looking for the finish line, you must always be attentive and focused on your mission. Do not get discouraged or be demeaning to competitive and economic pressures. The current economy is temporary—they all are.

**39. The Law of Discomfort**

Operating a business requires constant interaction out of the comfort zone. The most successful individuals step out of theirs, discover new boundaries, then move on. Challenge yourself every day. If you need assistance with challenge and commitment, engage with a Little Book of Hope Tele-Coaching Program or get coached. For more information:  
<http://www.stevensconsultinggroup.com/services-roundtables.php>

**40. The Law of Value Proposition**

These simple statements enable professionals to articulate their company's position into useful terminology that engages the prospective client. This pithy statement illustrates how the business is different from competition and offers value and outcome to the client.

**41. The Law of Desire**

Successful professionals have an aura of spirit, of love, of passion, of commitment in everything and anything that they do. The more you can create *unbutu* in your presentations and your sales, the more energetic and inspirational you

can be to your clients. The passion for assisting others is the fuel that bounds from failure to fortune.

**42. The Law of Faith**

There is no better nourishment and attraction than faith. Faith is the ability to disavow the norms and continue. Thomas Edison did not believe he failed; he had faith to succeed. Faith is one of the largest key components to the laws of selling attraction. Faith is the achievement of our current president, Barack Obama.

**43. The Law of Success**

Professionals have to breathe it, become it, and yearn for it. Success does not come easy. The Reverend Dr. Martin Luther King Jr. stated, "Faith is taking the first step even when you don't see the whole staircase." Take the ladder of success one step at a time by seeing each step, living each step, and appreciating each step.

**44. The Law of Self-Renewal**

Success does not come easy. The ebbs and flows of customers, the economy, and a myriad of business conditions make days daunting. Take some time to take care of you. Engage in activities that renew the mind, body, and soul. As a mentor of mine states, "Wealth is about discretionary time." Take a few moments each day to relax, exercise, or engage in activity that assists you.

**45. The Law of Education**

The best investment ever is an investment in you. Take the time to gain new education, to balance your strengths, challenge your learning, and assist your profession. Community colleges and even online learning are some alternatives for busy schedules. Coaching and mentoring also aid in personal development. Additional information is located at:

<http://www.stevensconsultinggroup.com/service-s-roundtables.php>

**46. The Law of the Mastermind**

Great people associate with great people. Develop a small group of positive, successful people that assist you with development and growth. These microcosms exist as boards of advisors to take your business growth to higher levels.

**47. The Law of Humility**

We exist to be humble, much like our forefathers or even our Lord. Good professionals, great leaders, and exalted individuals are humble. Seek out those with humility and emulate their attributes.

**48. The Law of Stress**

Stress exists in everything we do; we simply must learn to live with both good and bad stress. When stress inhibits you, take time to meditate, read, walk, run, or anything that distracts your current thoughts and gets you to relax. The current economic conditions do make life miserable for some, but you can focus on the bad or take useful energy and focus on the positive. [Business Consulting](#)

**49. The Law of Confidence**

In order to maintain business and personal life, you must believe you can influence your behavior. You cannot control circumstances but you can influence the outcome. Influence stems from your beliefs and values; these form your daily habits. If your current environment is controlling you, then review your limiting beliefs. To gain confidence you must alter your limiting beliefs, your physiology, and your habits.

**50. The Law of Greatness**

Are you feeling sour about the economy and your life? Use a pen and define three columns: adolescent, young adult, and adulthood. Take 15 minutes and write down the first 100 things you have accomplished in your life. Challenge yourself to complete this task

DREW STEVENS CONSULTING

### About Stevens Consulting Group

Stevens Consulting Group is a research and sales consulting firm specializing in creating, instituting, and achieving strategic selling for organizations. Over the last 25 years, Stevens Consulting Group has assisted over 60,000 professionals to dramatically achieve higher sales growth. Stevens Consulting Group, led by Dr. Drew Stevens, believes that selling is a process and that results should be achieved similarly. Dr. Stevens' proven step-by-step approach creates more efficient and intellectual selling professionals, reducing cost of acquisition and increasing closure efficiency. To learn more about Drew Stevens and his work please visit [www.gettingtothefinishline.com](http://www.gettingtothefinishline.com) or call 877-391-6821.

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Every elite athlete or business leader has a coach or mentor, someone to be accountable to and someone who can give a fresh perspective to a situation. Coaches provide an inside track and keep you in the game, mentally and physically. Coaches assist with competitive threats and assist in maintaining and increasing motivation.

If you want to grow your business and continually improve your service to clients, then you should join one of our proactive Business Growth Roundtables. This program is not designed to be passive. The aim is for you to get very involved in helping each of your fellow members achieve amazing results.

Business Growth Roundtables are about sharing, learning, and being accountable to coaches. The more you share, the more you will learn and the more you have to be accountable for. The roundtable concept helps executives test ideas, overcome hurdles, and increase productivity in both staff and self. These limited groups inspire executives' thinking, challenge their assumptions, and present a platform to share ideas with a select peer group.

Business leaders have precious few people to turn to for seasoned advice and the plain truth. The mission is simple: help one another succeed. Business Growth Roundtables test assumptions, uncover opportunities, and take action with ideas. Members compare notes and get practical advice from Drew Stevens, the country's leading expert in business growth.

The setting is a unique opportunity for members to meet privately and to candidly share expertise that establishes a peer network with years of solid advice history that assists with increasing profitability. These partners learn from each other's experience to avoid mistakes and capitalize on good ideas. They can compare the ideas that worked—and those that did not.

Since 1988 Drew Stevens PhD has been exclusively focused on helping businesses improve their growth. Drew...

- \* Has done extensive research on motivational theory and understands how to maintain momentum in challenging times.

- \* Has worked with several well-known multinationals since 1984. He has sold, has led, and comprehends your deepest challenges.

- \* Has delivered speeches, workshops, and seminars at more than 700 strategic marketing and business growth events worldwide since 1993.

- \* Has written countless articles on how high-performing firms operate.

- \* Has written several books on marketing, customer service, and dramatically accelerating business growth.

- \* Has developed products, methodologies, and leading training programs in four separate businesses that still operate successfully today.

- \* Currently coaches over 100 business professionals to help them achieve high levels of success. [STEVENS CONSULTING](#)

- \* Drew Stevens is one of the leading Top Selling Professionals in the world. Drew's entire business career has focused on competitive intelligence, business growth, and strategy. He quickly understands the issues that drive, accelerate, and help maintain business success.

If you wish to apply to join one of the Business Growth Roundtables, please contact Drew Stevens through the contact form of this website or at 877-391-6821.

## About The Author



**Drew Stevens** is a career sales and customer service professional with over 25 years of experience. His consulting firm has attracted clients such as American International Group, Hilton Hotels, AT&T, The Federal Reserve Bank, Reliv International, The New York Times, Mercy Health Plans, Quicken Loans, and over 500 other leading organizations.

His speaking and consulting enables him to travel over 50 days per year to clients and conferences around the globe. In the last several years Drew has provided advice to well over 60,000 professionals.

Drew's prolific publishing output includes over 150 articles on sales and selling strategy and four books, including *Split Second Selling*, *Split Second Customer Service* and *Little Book of Hope*. Drew's latest book, *Split Second Selling* is available on Amazon, Barnes and Noble, and his website.

## Speaking

Drew Stevens PhD is a popular speaker at sales meetings and conventions. He provides practical and informative content that applies instantly to all attendees. His personable style and practical approach are a draw for all audiences.

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