

Sales etips



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***John advises:***

**Research the customer.** Instead of cutting the market research budget, you need to know more than ever how consumers are redefining value and responding to the recession. Price elasticity curves are changing. Consumers take more time searching for durable goods and negotiate

harder at the point of sale. They are more willing to postpone purchases, trade down, or buy less. Must-have features of yesterday are today's can-live-withouts. Trusted brands are especially valued and they can still launch new products successfully, but interest in new brands and new categories fades. Conspicuous consumption becomes less prevalent.

*Source: HBS Working Knowledge Newsletter*

*"Always bear in mind that your own resolution to succeed is more important than any one thing. To chop down a tree, I will spend the first four hours sharpening the axe."* **-Abraham Lincoln**

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