

# 5 Inflationary/Pre-Recession Sales Team Best Practices Every CEO/President Should Know

written by Lauri Moon | April 28, 2022

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"5 Inflationary/Pre-Recession Sales Team Best Practices Every CEO/President Should Know"

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Join IMC on May 19<sup>th</sup> to learn what you can do NOW to be better prepared.



As the economy slips into uncertainty, we find:

- There is far more price sensitivity
- Prospects are more cautious and conservative on how they spend their money
- There is greater need to differentiate
- Virtual selling is more prominent

We will explore:

- Can your current team compete in a stressed economy?
- Where could hidden weaknesses hurt you?
- What potential strengths might need to be revealed?
- What will it take to be more effective in a downturn?
- How long will it take to grow stronger?
- Will you need to hire new high performers in this competitive marketplace?



Join us May 19<sup>th</sup> in person or virtually to learn what you can do **NOW** to be better prepared.

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- Virtual selling is more prominent

In this webinar we will explore:

- Can your current team compete in a stressed economy?
- Where could hidden weaknesses hurt you?
- What potential strengths might need to be revealed?

- What will it take to be more effective in a downturn?

**Presenters**



**Dana Gordon**  
IMC Business Advisor  
With over 20 years of sales management and high-level sales experience, Dana is IMC's go-to authority on business and sales processes.



**John Moore**  
Moore Power Sales  
John started Moore Power Sales in 1995 and has been passionate about helping hard working sales professionals get the results they want and deserve.

**Join us**  
**Thursday, May 19<sup>th</sup>**  
**8:00 to 10:30 am**

**Happy Valley Launch Box**  
123 Business Street  
State College, PA 16801

*Or you can join virtually!*

**Agenda**

8:00 – 8:05 – Registration & Networking – Light refreshments  
8:05 – 8:15 – Program  
8:15 – 8:30 – Five Informative/Pre-decision Best Practices Every CEO/President Should Know  
8:30 – 8:45 – Questions and Wrap-up  
8:45 – Town of Happy Valley Launch Box (Optional)

*There is no cost for this event, but you must pre-register.*  
[CLICK HERE TO REGISTER](#)

*Come in person and hear*  
**Happy Valley Launch Box**  
*Serve and hear what it has to offer!*



- How long will it take to grow stronger?
- Will you need to hire new high performers in this competitive marketplace?

## Register

This event is free, but registration is required. Attend LIVE or VIRTUALLY.

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