

This message is for CxO Executives of sales organizations operating in complex sales environments



Approx. Read time: less than < 1.5 minutes

The cost of COVID?

According to the Harvard Gazette,

TRY 16 Trillion Dollars

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This is a call to action to sales organizations operating in complex sales environments.

If you think this enormous amount of money will not have a huge and long-lasting ripple effects on our economy, you had better think again! It is unknown in early 2022 how widespread the impact will be, but at 16 trillion dollars, it is hard to ass.u.me business will continue as usual.

Furthermore, our society is not beyond the 'R' word that could upend our economy and your business strategy.

And, whether you agree with these statements or not, can you really afford to put your head in the sand and hope the problem goes away. Or do you need to do something to improve the odds for your company. Lastly, as a reminder, if the economy goes south is no time to fix what is broke in your revenue generation strategy. For clarification, a revenue generation strategy touches ever part of an organization whether they are selling products or services.

It is time to get off our butts and assess the strengths and weaknesses of our revgen strategies!

So, WHAT'S NEXT, WILL YOU ACT OR JUST HOPE THE PROBLEM GOES AWAY?



WHAT WE DO:

Fueling Revenue Growth, Strategically

About the Author: J. Howard Highsmith, CMC Emeritus - By the Institute of Management Consultants USA
A professional management consultant working exclusively with CxO Executives of sales organizations operating in complex sales environments to grow revenue, strategically.

p.s. We are not a sales training company, but we are glad to recommend one.

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