

So What Do You Need to Do to Survive?

Survival Techniques

- Sell Solutions For Real Client Problems - Not Programs or Technologies or Projects.
- Explain How You Will Save the Client Time and Money.
- Document the Client's Expected Return on Investment.
- Clearly Demonstrate What You Can Create – That the Client Can't Do.
- Understand Client Budgets and Concerns.
- Partner With Your Clients – Become a Trusted Source of Business Information to Them.
- Know Your Clients' Industries Very Well.
- Consider Performance Guarantees (e.g. "We guarantee you will reduce errors by ten percent.")
- Adopt and Become Fluent In a Wide Range of Communications Tools – Don't Become Locked Into a Specific Technology or Media.
- Tell Great Stories and Support Those Stories With Striking, Effective Imagery.
- Provide Superior Value for the Money.
- Demonstrate New Ways of Communicating – Host New Technology & Capability Demonstrations.

Understand You Are Really Selling Peace of Mind

Become the Solution Provider Who Allows the Client to Sleep Well at Night

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