



THANK GOD IT'S RECESSION

“FORTUNES ARE NOT MADE
IN THE **BOOM** TIMES...
THAT IS MERELY
THE COLLECTION PERIOD.
FORTUNES ARE MADE IN
DEPRESSIONS OR
LEAN TIMES WHEN THE
WISE MAN
OVERHAULS
HIS MIND,
HIS METHODS,
HIS RESOURCES, AND
GETS IN **TRAINING** FOR
THE RACE TO COME 🏁

TOUGH TIMES ARE A FACT
THAT ALL BUSINESSES
HAVE TO FACE.
IN FRONT OF SUCH BATTLE,
70% FAIL
25% SURVIVE
5% THRIVE
WHICH ONE WILL YOU DO ?

George Wood Bacon

TGI RECESSION SERIES OF WORKSHOPS
EQUIPS EMPLOYEES WITH EFFECTIVE
WEAPONS TO WIN BOTH THE MENTAL
AND ON-THE-STREET BATTLE IN RECESSION
AND PROVIDES KEY MANAGEMENT PEOPLE
WITH **TACTICS** AND **STRATEGIES** TO
DIRECT THEIR ORGANIZATIONS THROUGH
UNMATCHED SUCCESS.



FIGHTING STRATEGIES TO THRIVE AND PREVAIL IN **ECONOMIC** TURBULENCE

WHAT IS THE FIRST THING THAT COMES TO YOUR MIND WHEN YOU FACE RECESSION ?

Is it lowering your prices or laying off employees?
What marketing strategies would you apply to overcome the significant economic decline that we are experiencing nowadays?
Whatever your decision is, it will have a big impact on you whether positively or negatively.

Discover new powerful solutions to overcome recession and make profit despite the economical decline. This workshop will give you marketing insights to take advantage of the situation, not just survive, but end up prevailing!

KEY LEARNING POINTS

- Recession and the recession cycle and the unseen facts about it
- The 3 facts about the current recession according to Dr. Edward de Bono
- The 3 major forces that rule the world according to Einstein
- The 3 biggest challenges of recession
- The 3 biggest mistakes that salespeople do during recession
- The 3 biggest mistakes that marketing people do during recession
- The 3 biggest mistakes managers do during recession
- The 3 major changes in the buyers behaviors during recession
- 36 Strategies to take advantage of recession and win competitors business
- 101 Tactics to prevail in recession

TARGET AUDIENCE

Marketing & Management Personnel

SUCCESSFUL STRATEGIES FOR **TOUGH-TIMERS**

ARE YOUR SALES ACHIEVEMENTS DECREASING ?

Are you having hard times in closing your sales?
Do you face new objections from your customers?
These are certainly indicators of tough times for you.
Facing such circumstances with the same old selling
approach doesn't ensure you the results you want.

In tough times, half the battle is in our heads and the
other half is "on the street". This workshop will make
you succeed and thrive in both battles while your
competitors will be struggling for survival.

KEY LEARNING POINTS

- Major mistakes most sales people do in economic crises
- Major worries buyers have in tough times
- Competitive realities in turbulent economies
- Characteristics of tough timers
- Behind the scenes selling strategies for economic crises
- Face-to-face selling strategies to win the on-the-street market battle

TARGET AUDIENCE

Key Management People,
Sales Personnel,
Customer Service Representatives

WINDJAMMER

WINDJAMMER IS A FAST-PACED, HIGHLY ENGAGING EXPERIENCE WHERE FIVE TEAMS COMPETE TO BE THE BEST AT RUNNING THEIR ORGANIZATIONS.

Each team is managing a high-end company specializing in sailing equipment. They must acquire raw materials, and then manufacture products to meet fluctuating market demand. Hit the high points when market demand is greatest and profits will soar, providing you have the tactical skill to accelerate product production!

KEY LEARNING POINTS

- The ability to change tactics quickly allows to capitalize on new opportunities
- Priority setting and relationship building are critical to take advantage of profit peaks
- Extending your planning horizon allows for maximizing opportunities

Participants are taught how to apply the lessons of Windjammer back on the job, and challenged to improve personally so the organization, department, or team of which they are part can, “Catch the Wind of Opportunity”, and so achieve a sustainable competitive advantage.

- Understanding required roles and resources is crucial to success
- When faced with obstacles, take the opportunity to stop, refocus and move forward

TARGET AUDIENCE

Key Management People,
Sales Personnel,
Customer Service Representatives



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& Associates

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