



Simon Says ...

There's no avoiding the plight of the world right now!

This is a global story that is mostly being portrayed as Armageddon – a scenario where we are all just victims of the situation.

But is that true?

For sure, some industry sectors will be decimated.

These are the people I truly feel for, and if that is you, please take of yourself and those around you. This is not of your doing!

However, if you're in a sector that has slowed down, and is really in a holding pattern until we come out of this, the question of how you can still drive revenue remains important.

I cut my teeth on strategic sales leadership.

Long before you get to the point of conversion, successful selling begins with clear strategic decision-making about who you sell to and what you sell them.

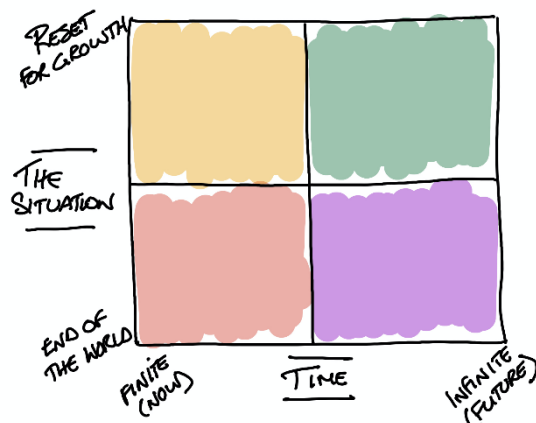
This might take a little bit to explain, but my hope is that these models and my explanation might help you in your business in some small way in these unusual times.

The Lie of the Land

Right now there are two main dimensions in play:

- The situation, and
- The timescale.

If we put them together, it might look like this:



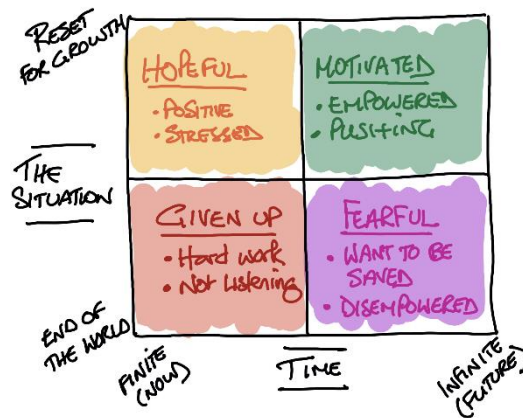
If this is a continuum of how people perceive the situation, that continuum might be from “**This is the end of the world**” thinkers at the bottom, to those that believe this is a “**reset for growth**” at the top.

On the horizontal time scale, we run from **finite thinking** (which is limited to “now”) to **infinite thinking** (which is unlimited and into the future).

How you think about time, changes how you perceive the situation.

Each of these four quadrants represent a group of prospects. Each of your clients will fall into one of these quadrants.

If we observe how the people in each quadrant might be thinking and feeling right now, it might look like this:

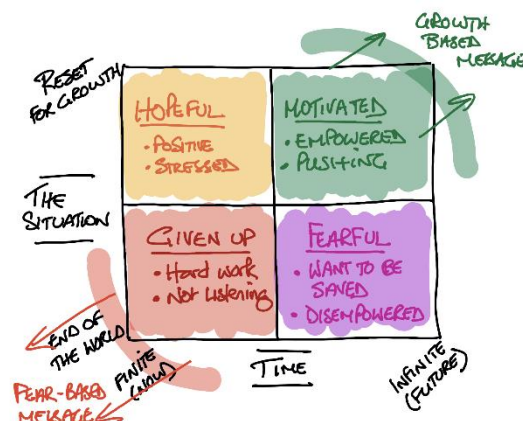


And here’s the problem ...

We’re so used to the idea of a niche and a specific tailored message for that niche, that we often don’t have a truly segmented message that addresses exactly how different prospects and clients within our market might be seeing the world.

We usually base our message on how they see themselves!

So, if we deliver two different messages right now, we’ll get two very different responses:



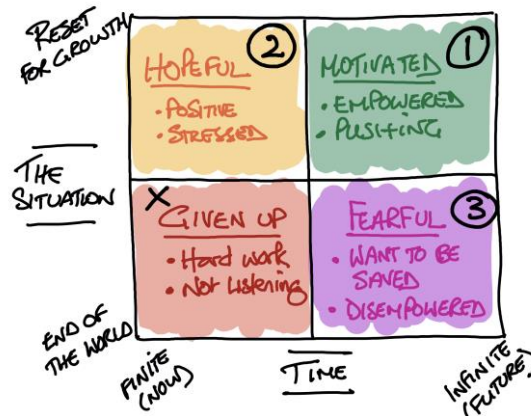
If we sell into the fear-based messaging we will drag our sales into the bottom left quadrant and the reality is that **sales won’t be made down there**.

It is also probably true that the best clients, the green-zone clients, won’t be interested in that message.

You will also burn a lot of energy trying to sell to the red quadrant, and even to the purple quadrant.

The Strategic Response

The best game you could play is above the line – the top half of the matrix – quadrants 1 and 2.



Consciously choose the prospects and clients you will focus on over the next several months.

I have been having this exact conversation with my private, one-to-one clients all week.

Most of our time is spent on strategy and this is where the strategy is right now.

The key is connection and intel.

You must be in conversation to gather intel to see which quadrant your clients are sitting in.

There **WILL** be fewer opportunities to sell.

So strategically, give yourself every chance to make those sales count.

Craft your message for quadrants 1 and 2, frame your sales models to that message, run your sales systems with discipline and stay focused.

You don't have to buy into the fear-driven thinking that surrounds us.

Warmly

Simon

Simon Bowen

Creator - The Genius Model®

Founder - The Models Method®

Tel: +61 1300 785 464

www.modelsmethod.com

P.S. If you want to tap into a **Green Zone Strategy Group** I'm bringing together to ride through the next 12 weeks, and maybe even take advantage of the hidden opportunities, **just reply to this email with Green Zone in the subject line** and we'll send you some info about a one hour call I'll be hosting in about 10 days time.