

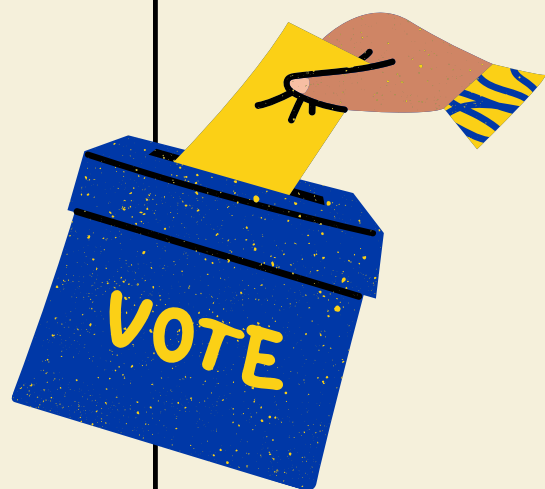
SALES PLANNING During Uncertainty

Brought to you by:



The Tricky Part

Times of change can intimidate companies to make big choices - or any choices at all. During any economic or political uncertainty there is always a rebound as we know. Businesses that keep their marketing consistent have proven to be better positioned to capitalize during that rebound.

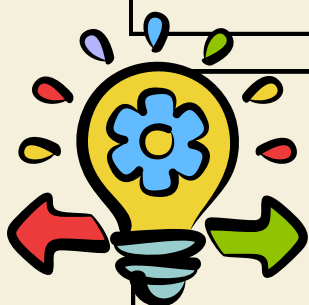


Stay Visible During Uncertainty

It is always a solid idea to maintain visibility during periods of uncertainty. When competitors slow down, an opportunity opens for greater visibility. Brands that stay visible tend to become more recognized by decision makers and influencers.

Seize Market Share Opportunities

Market share can grow if you don't sit on the sidelines while others do. The market is always competitive. When an opportunity opens to grab additional share by even maintaining spend - why not take advantage? Don't let fear drive decision-making.



Pivot Your Messaging

Rather than stop or reduce spending, what about just changing the messaging? Yes, we said to stay consistent above, but emphasize your stability, long term value of your product/service, etc. How you can be the safety during uncertainty.

Don't Change Course Needlessly

If your data or analytics are showing great results, why pull back? Leverage the power of your success to stay ahead in the game.

Flexibility is Key

Successful companies should be **flexible** to external factors, but not reactive. There are always ways to adjust to what's thrown at us. Let's discuss how we can leverage those for you!

Next Steps

Navigating these issues internally and with customers can be tricky. Know that PMMI Media Group is here to support your brand and help you confidently make the best choices for your desired growth and reach.

