

## Kraig's MeasureUp↑ Recession Tools

1. Get VOLUME: Emphasize "What Causes Sales"  
go to [www.ceotools.com](http://www.ceotools.com), New Tools Catalog, What Causes Sales Tool
2. Measure & Manage Costs & Expenses Fanatically  
go to [www.ceotools.com](http://www.ceotools.com), New Tools Catalog, 4-Charts Tool
3. Track & Manage Cash & Credit: Urgently!  
go to [www.ceotools.com](http://www.ceotools.com), New Tools Catalog, Cash Manager Tool
4. Identify Your Unique "Niche Opportunities"  
see the next slide down for some ideas!
5. Involve Your People (get buy-in & delegate)  
go to [www.amazon.com](http://www.amazon.com) and get Kraig's "CEO Tools" book and/or Suzanne Bates' new book "Motivate Like a CEO"



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## Find Your "Niche Opportunities"

### SOME EXAMPLES:

1. Embrace existing customers; sell them more
2. Share promotions with non-local "competitors"
3. Parse & cross-manufacture/supply with non-locals
4. Partner with suppliers to share the pain/survival
5. Test and segment price increases & decreases
6. Combine/simplify your product/service offering
7. Involve/embrace employees: buy-in & delegation
8. Cut hours, benefits, wages, maybe heads
9. Celebrate, albeit low-key, your successes!

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## More Recession Resources

1. Visit [www.ceotools.com](http://www.ceotools.com) & click on New Tools Catalog:  
Scroll down to **MeasureUp↑ Recession Dashboard**.  
Click on the PDF and print it out.  
Create or download an Excel version & manage the key elements to survive/thrive the recession.
2. Join us at [www.ceotools.com/blog](http://www.ceotools.com/blog) for weekly updates on recession remedies – tools & tips for real results.
3. Join the CEO Tools Club (free) at [www.ceotools.com](http://www.ceotools.com) for monthly how-to-do-it updates for implementing tools.
4. Participate in Kraig's Recession Webinar Jan 28: go to <http://www.seoresearch.com/webinar/>

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