

Kraig's MeasureUp↑ Recession Tools

1. Get VOLUME: Emphasize "What Causes Sales"
go to www.ceotools.com, New Tools Catalog, What Causes Sales Tool
2. Measure & Manage Costs & Expenses Fanatically
go to www.ceotools.com, New Tools Catalog, 4-Charts Tool
3. Track & Manage Cash & Credit: Urgently!
go to 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 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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Best Recession Resources!

1. Visit www.ceotools.com & click on New Tools Catalog:
Scroll down to **MeasureUp↑ Recession Dashboard**.
Click on the PDF and print it out (FREE).
Create or download an Excel version & manage the key elements to survive/thrive the recession; a MUST for surviving and thriving now!
2. BLOG with us at www.ceotools.com/blog for weekly updates on recession remedies – tools & tips for real results: FREE.
3. Join the CEO Tools Club (free) at www.ceotools.com for monthly how-to-do-it updates for implementing tools.
4. Email us at info@ceotools.com and order the transcript & action lists from Kraig's Recession Webinar of Jan 28.

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