

News Release

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Selling Through the Tough Times

CHICAGO, IL – *Heroes are not made when life is easy.* That’s the philosophy shared with building industry sales people facing today’s difficult economic conditions by Rick Davis, president of Building Leaders Inc.

“It’s easy to see doom and gloom in every aspect of the housing industry these days,” says Davis, author of the book, *Strategic Sales in the Building Industry*. “What sales professionals need to remember is that rising above challenging experiences make leaders. The current downturn in the economy provides sales people an ideal opportunity to earn credibility and set themselves apart in this industry.”

Selling Tips

According to Davis, demonstrating “calm in the face of the storm” can add credibility to a sales person’s overall image. “The most recent housing starts data indicates the worst trending for this industry in 30 years,” says Davis. “Once you accept this fact, the next step for a salesperson is to simply keep selling. Wringing your hands and complaining will not increase sales. But, prospecting unique areas can uncover diverse selling opportunities.”

Davis recommends that keeping a close eye on the competition can bring strong results. Inevitably, some companies will fail during economically stressful times. That’s when savvy sales people can surge ahead and capture potential customers.

“A single key in this industry is knowing your market and where every potential customer purchases products,” says Davis. “If you wait until a competitor closes and then start scrambling to gain their business, you’re too late.”

Keep Selling

Other selling suggestions Davis recommends at his training seminars include working sales leads and maximizing exposure of the brands sold by a salesperson.

“Building brand awareness and demand are essential ways for sales people to increase business,” says Davis. “Gone are the days when sales people could ‘pick and choose’ the leads they want to follow up on. In today’s marketplace every lead deserves attention.”

Based in Chicago since 1998, Building Leaders, Inc. has distinguished itself as the premier sales and sales management education specialists in the building materials industry. For more information, visit www.buildingleaders.com or call 773-769-4409.

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