

## Making Headway in Stormy Conditions?



### To survive this recession what do you need to do?

- Hit key B2B sales and business development targets?
- Maximise your chances of winning critical business?
- Hold on to margins, win-rates and profitability?
- Improve control of your business development activity?
- Reduce uncertainty and retain vital customer contracts?
- Take advantage of the market situation and competitors' weakness?

### Riding the storm!

Market conditions are very tough – but they impact your competitors too.

Right now, the most important factor is to develop and improve faster than the competition.

In extraordinary times you can't expect to ensure survival by following the same ordinary practices.

So, in this market, how can you maximise your chances of success?

### Fresh B2B thinking

Use PLANtoWIN's proven methodology to help you manage your customers' decisions.

Our clients win 75% of their opportunities when we facilitate their Team Action Programmes.

We provide a market leading tool for ambitious leaders determined to survive, thrive and prosper.


Because the process works, we can keep initial costs low with final payment only after your success.






### PLANtoWIN provides the answers for B2B development in all market conditions



The PLANtoWIN Group Ltd [www.PLANtoWIN.net](http://www.PLANtoWIN.net)

 U.K. +44 (0)121 445 6848 [Contact@PLANtoWIN.net](mailto:Contact@PLANtoWIN.net)

 Netherlands &  Germany +49 (2822) 537112 [Benelux@PLANtoWIN.net](mailto:Benelux@PLANtoWIN.net)

 Denmark +45 (4673) 3570 [Nordic@PLANtoWIN.net](mailto:Nordic@PLANtoWIN.net)