

## WHAT'S YOUR PLAN FOR NEXT YEAR?

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We've all heard this one – “Don't do anything differently but expect different results.” 2020 presented some unexpected and significant changes to the way we were able to do business. We had to quickly adapt to a virtual/remote style of selling and communicating. 2021 will be similar in that a new “normal” has not been established yet and won't be until we determine the success of the vaccines being developed. So, what's the plan? Wait and hope for the best? Or select things you would like to accomplish, do better, or do differently than you have in the past to achieve different results.

1. Increase # of new customers
2. Increase sales of select lines
3. Increase the # of contacts within certain customers
4. Generate more meaningful leads
5. Change what customers know about your sales firm and your capabilities

If you would like to plan for some or all of these things, the good news is, you can. Many times, companies will look for one tactic to solve a problem without taking a step back to analyze and create a plan. Addressing one of the items above can often impact several of the others. One successful program that has emerged during the past year is our ability to find and reach new contacts at new companies or even existing customers. Targeting new contacts at specific companies in your region to encourage engagement (phone call, virtual meeting, request a quote, request a sample) is affordable and measurable. Most companies who engage in this activity, end up repeating the process.

This is just one example of how things can be done differently for 2021. Developing a plan, supporting tactics and expected results are all part of what we do. If you would like to do things differently in 2021 and don't know where to start, contact [Strategic X Marketing](#). We're here to help and look forward to hearing from you. Wishing you a peaceful and joyous holiday season.

Keep All my contact info of course!