

Long Island Business NEWS

Grain drain 9A

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What *the pros* have to say

Wouldn't it be great if you had a group of specialists, all in one place, to guide you through these challenging times? We've assembled an all-star team of business advisers to build just such a road map. A recession may be imminent, but that's no reason tounker down and ride it out. When the dust settles, the winners will be the companies that have acted to take advantage of opportunities in the weakening economy.

Think beyond cold calls

By Lucy Rosen

The best way to counter the prospect of declining sales due to fears of recession or a slowdown in business is to get creative. Think beyond cold calls – they won't generate dramatic results. Why not? The marketplace will become flooded by people who start calling everyone they know, trying to make a sale. And no doubt, your target market is also trying to sell something – and in all probability, these people are scared, too.

Instead, put your energy towards innovative ways to do business. Cost-effective tools like public relations can help keep you "on the radar" to your customers and investors – and it's a much less expensive option than advertising. Also, think about where it makes sense to bundle your company with other firms to conduct co-marketing and co-promotions. See where you can share expenses, resources and ideas. With the right partners, you can broaden your market share while also paring down expenses – and help ensure that you not only maintain your sales, but continue to work towards growth.

Lucy Rosen is president of The Business Development Group, Inc. in Garden City.

