

How do you deal with a nervous market?

We're well into the New Year, all our well-intentioned resolutions are forgotten and we're trying to work out how to deal with an increasingly cautious marketplace.

All too often the reaction to a bear market is to pull tight the purse strings and turn off the marketing spend, put the fear of unemployment into the sales force and plan for a lean quarter or two, or three, or more.

The clearer thinking management team will recognise that this classic approach will ensure there's no remaining capability to respond to the inevitable upswing or the lucrative bluebird.

[Click for more on a focussed response to the road through recession >](#)

"As sure as the spring will follow the winter, prosperity and economic growth will follow recession."

**Bo
Bennett**

Find out about us...

[What we do <](#)

[Who we do it for <](#)

[Who we are <](#)

We Say...

Quiet at the back there!

For years we've been browsing B2B websites in the course of our business and until recently that part of the web has been a mostly silent place.

Increasingly we're likely to have the monastic peace of Adara Towers shattered by the recorded voice of an on-line avatar, a friendly sales person who'll talk us through their offerings, who'll explain what we're seeing in a fancy animated intro.

A picture paints a thousand words, and music may soothe the savage breast but embedded



video footage of 'Lucy from accounts' talking to a slide show in her endearing Birmingham accent is likely to be the kiss of death for dozens of client relationships that are now never going to happen.

For the moment, for business websites, I'm sorry but the Tremoloes had it right,

... Silence is Golden

If you would like to know more either look at our web site www.adara-associates.co.uk
or contact us [by following this link](#).

If you'd prefer a plain text version of this update please email us. We don't enjoy receiving unwelcome mail and we know you don't either, so, if you'd like to unsubscribe from this newsletter please click on the following link [unsubscribe me](#),

If you could take a second to tell us why, we'd appreciate it.

"we do whatever it takes to make sales & marketing work better"

When the going gets tough, the good get focused

It's a classic mistake, to respond to tightening markets, lower sales and increasing competition by slashing the spend on all those 'peripheral' areas of the business.

But we'd advocate a different approach. Cutting off the marketing life support, and taking a numbers-driven approach to reducing headcount are the norm but those businesses who continue to invest in building awareness, nurturing their contacts and making sure they're at the front of mind when a buying decision has to be made, (whether it's through desperation or opportunity) will emerge as winners.

So now would seem to be the right time to bring some real business focus to the Marketing function rather than a reflex culling. Why not examine what your marketing spend delivers for you, ask the tough questions, if half your marketing spend is wasted, which half? And if your marketing folk can't tell you, there's a very clear message there.

Let's not just focus on the marketing machine; cost reductions can be identified in both marketing and sales in any business where the interface doesn't work properly. Look closely and you'll discover duplicated effort and inefficient allocation of work on the basis of "that's the way we've always done it". Ask the tough questions, who's the best person for the job? Why aren't they the ones doing it? What do you do all day?

[what we do <](#)

[who we do it for <](#)

[who we are <](#)

Over the coming weeks, (probably) months, (likely) some organisations will batten down the hatches and pray to the gods of commerce for a safe passage.

Some, some few, will take the opportunity to get their enterprises into shape to take advantage of the upturn, it always comes, and fortune, as we all know favours the bold, and the well prepared.

if you're interested in having a chat about what we might be able to do for you, submit the form below or give us a call on **0870 160 1305**

**..we'll even
buy the coffee.**



Name

Email

Telephone

What do
you do?

Tel: 0870
160 1305

• [Web:
www.
adara-
associates.
co.uk](http://www.adara-associates.co.uk)

*"we do
whatever
it takes
to make
sales &
marketing
work
better"*