

Want to know if your company is ready for a possible recession?
 Complete the checklist below, ticking the column that applies to you.
 When you're finished, your total will indicate whether your company is ready to withstand a recession.

Criteria		Yes	Working on it	No
		2 points	1 point	0 points
High Performance				
1	Sales Analysis: Do I know my sales team's strengths and where they need support to withstand a recession?			
2	Sales Plan: Have I amended this to target the right markets or to solve the right client problems in a recession?			
3	Sales Process: Do I have a sales process? If so, have I amended this to suit typical changes in buyer behaviour in recessions?			
4	KPIs: Am I driving the right KPIs, engineering sales by knowing required activity levels e.g. number of proposals required, etc?			
5	Leadership: Am I modelling positive outlook and motivating my team?			
6	Management: Am I actively managing the pipeline, at all times ensuring opportunities are progressing forward and that there are always enough opportunities?			
7	Management: Are my sales team focusing only on winnable deals (as opposed to quoting on everything)?			
8	Recruitment: Am I looking out for top talent to have the resources to take advantage of a post-recession recovery?			
9	Mindset: Do my sales team have a positive can-do mindset (as opposed to struggling with price rises, supply chain delays etc)?			
10	Skillset: Can my sales team sell on the basis of value (as opposed to price) and can they negotiate well?			
11	Performance Coaching: Do I regularly develop their skillset with ongoing coaching e.g. during a sales meeting?			
Strategic Plays				
12	Account Retention: Is account retention a key strategic focus?			
13	Account Growth: Is account growth a key strategic focus?			
14	Lead Generation: Are we actively making lead generation more efficient e.g. referrals, digital marketing, etc?			
15	Cash Runway: Is there enough cash on hand to last 25 weeks (if all sales stopped)?			
16	Debtor Days: Do we carefully manage aged debtors with 10 percent or less going over 60 days?			
17	3x3x3 Principle: Can we: 1) increase sales by 3 percent, 2) increase margin by 3 percent, 3) reduce costs by 3 percent?			
18	Communication With Financiers: Have we spoken to our bankers to determine our ability to withstand a recession?			
19	Supply Partnerships: Do we have partnership agreements with our key suppliers i.e. mutual support through prioritizing supply continuity in exchange for on time payment?			
20	Economic Engine: Do we/can we have a recurring revenue model e.g. subscriptions, service contracts, etc? Is this our main source of revenue?			
TOTALS				
GRAND TOTAL				

If your Grand Total score is 32 out of a top score of 40 (80 percent) or higher you are Recession Ready. If your total score is lower, speak to a SalesStar High Performance Coach. We're here to help.