

# Recession-Proof Your Business Now with SmartDraw

*Learn how to:*

*1. Cut costs without cutting output*

*2. Identify “sinkhole” projects to cut*

*3. Close more sales to maintain or increase revenue*

Economic times are tough and will be for a while. Now is the time to cut fat without cutting the muscle. Additionally, you need to increase sales, or at least stop the decline.

But how?

The answer is by increasing the efficiency of your operations—getting the same output with less people—and by closing more of the leads you still have. It’s not easy, but SmartDraw helps you get it done quickly and efficiently.

This report describes three techniques you can use right now to:

1. Cut your payroll but not your output.
2. Identify the “sinkhole” projects you must cut now.
3. Maintain your revenue and close more of your sales leads

## ***1. Cut Your Payroll but Not Your Output***

The easiest way to cut your payroll but maintain your output is to create a standard procedure for all of the operations you repeat every day: processing orders, shipping product, servicing field calls, making sales calls, and so on. Then make sure everyone follows it. This buys you three things:

1. You are more productive. By optimizing the procedure everyone does the job in the most efficient way.
2. Your quality is higher—you make fewer mistakes. You get the same predictable outcome, no matter who does the job.

3. Your workforce is more flexible. You can easily train more people to do the job.

With increased productivity, better quality and a more flexible workforce, you can reduce your headcount, lower your costs and still get the same (or more) work done.

A hospital in Arizona used SmartDraw to improve its procedures and saved \$1M per month by reducing the hours that patients spent in hospitals waiting for treatment.

[Click here to learn how to do this with SmartDraw.](#)

## ***2. Identify the “Sinkhole” Projects You Must Cut Now***

During the good times we often begin more projects than the lean times can support. Now you are “almost there” on too many projects. Which ones do you cut? Is it a mistake to cut any and lose what you have already invested? Here’s how to make an informed decision:

Too often, projects seem to need “just a little more time” to complete. The most important question for any project is “How much is really done and how much is really left to do?” It’s never too late to properly manage a project, even if you are months into it. Once you really know how much time and resources are still required to complete a project, it’s much easier to weigh its benefits vs. costs.

But how can you confidently estimate how much time each project still needs? By following these steps:

1. Break the project down into tasks that will take more than a day or two to complete. It’s much easier to estimate the duration of a small task than a big one.
2. Decide which tasks must be completed before others can be started.
3. When you assign people to work on a task, be realistic about how much time they will actually have to work on the project.

[Click here to learn how to do this quickly and effectively with SmartDraw.](#)

### 3. *Close More of Your Sales Leads*

In tight economic times, sales leads are harder to come by. To maintain your sales numbers, you need increase your close rate. Here are two techniques SmartDraw users have used to close more deals:

1. Document the sales process of your top salesperson and get the rest of the team to follow it to achieve similar results.

[Click here to learn how to develop a consistent and successful sales process for your entire team with SmartDraw.](#)

2. Make them say “Yes!” with a sales presentation that makes your point in a way that engages and convinces your audience.

[Click here to learn how to create better presentations with SmartDraw.](#)

This document is part of the *Working Smarter* Series—a collection of publications describing proven tactics for improving productivity, provided free by SmartDraw.com. To download a free trial of SmartDraw, visit [www.smartdraw.com](http://www.smartdraw.com).