



**TheGredeCompany**

# 30-SECOND MARKETING TIP



## What NOT to Do In a Slow Economy

We've all heard lots of advice on what to do to ride out the economic slowdown.

Here are six things NOT to do:

1. Don't cut prices or go after low-margin business
2. Don't cut skilled personnel, but don't keep marginal performers either
3. Don't reduce your marketing budget
4. Don't reduce your training budget
5. Don't ignore your core customers while hunting new business
6. Don't panic. Word is, it will end soon.

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