

# **FIVE** Action Steps to Take During a Housing Downturn

**Presented by:**

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# **1. Get Serious about New Business**

**Implement the Six-Step  
Prospecting Process in  
Your Business**

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- 6. Ask for an Order!**

## **2. Management Is an Active Verb**

**Implement One on One  
Regularly Scheduled Meetings  
with Your Sales Force**

### **3. Grow Relevant Market Share**

**Maintain the Penetration Index on Each Existing Customer and Work It at Each Monthly Meeting with Your Salespeople**

# 10 X 10 Truth Chart

# 1 Framing	X	X		X		X		X	X	
# 2 Drywall	X	X			X			X	X	
# 3 Interior Doors		X	X		X		X		X	
# 4 Roofing	X	X		X	X	X			X	
# 5 Siding Products	X	X	X		X		X	X		X
# 6 Masonry Products		X			X				X	X
# 7 Plywood/OSB	X	X		X		X	X			
# 8 Windows		X	X	X				X	X	
# 9 Trim		X	X				X			X
#10 Builder's Hardware		X			X	X	X		X	
	Jones Construction	Favor Homes	Burdette & Sons	Best Construction	Telstar Contractors	Edwards/Mills	B&B Construction	Smithy Homes	Austin Construction	BMG Contractors

## **4. Explore New Profit Centers**

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- **NOW May Be a Good Time to Make an Acquisition**

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- **Resist Speculating on Commodities.**
- **Let's Face It...You're not a Banker, so Resist Behaving Like a Banker**

# **Tired of Being a Banker?**

## **Consider Outsourcing Your Trade Credit**

- **Eliminate Bad Debts**
- **Dramatically Decrease Days Outstanding**
- **Enhance Marketing Opportunities**
- **Understand what Blue Tarp Financial Has to Offer.**
- **[www.BlueTarp.com](http://www.BlueTarp.com)**
- **Or Call 888-321-6698**

# **Formula for Calculating Average Days Outstanding**

- 1. Enter Charge Sales**
- 2. Subtract Credit Card Sales from Total Charge Sales**
- 3. Divide Non Credit Card Sales by 365 to Arrive at Average Daily Charge Sales**
- 4. To Arrive at Ave. Days Outstanding, Divide ADCS into Your A/R Balance**