

# Am I Recession Ready?

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
<b>High Performance</b>				
1	<b>Sales Analysis:</b> Do I know my sales team's strengths and where they need support to withstand a recession?			
2	<b>Sales Plan:</b> Have I amended this to target the right markets or to solve the right client problems in a recession?			
3	<b>Sales Process:</b> Do I have a sales process? If so, have I amended this to suit typical changes in buyer behaviour in recessions?			
4	<b>KPIs:</b> Am I driving the right KPIs, engineering sales by knowing required activity levels e.g. number of proposals required, etc?			
5	<b>Leadership:</b> Am I modelling positive outlook and motivating my team?			
6	<b>Management:</b> Am I actively managing the pipeline, at all times ensuring opportunities are progressing forward and that there are always enough opportunities?			
7	<b>Management:</b> Are my sales team focusing only on winnable deals (as opposed to quoting on everything)?			
8	<b>Recruitment:</b> Am I looking out for top talent to have the resources to take advantage of a post-recession recovery?			
9	<b>Mindset:</b> Do my sales team have a positive can-do mindset (as opposed to struggling with price rises, supply chain delays etc)?			
10	<b>Skillset:</b> Can my sales team sell on the basis of value (as opposed to price) and can they negotiate well?			
11	<b>Performance Coaching:</b> Do I regularly develop their skillset with ongoing coaching e.g. during a sales meeting?			
<b>Strategic Plays</b>				
12	<b>Account Retention:</b> Is account retention a key strategic focus?			
13	<b>Account Growth:</b> Is account growth a key strategic focus?			
14	<b>Lead Generation:</b> Are we actively making lead generation more efficient e.g. referrals, digital marketing, etc?			
15	<b>Cash Runway:</b> Is there enough cash on hand to last 25 weeks (if all sales stopped)?			
16	<b>Debtor Days:</b> Do we carefully manage aged debtors with 10 percent or less going over 60 days?			
17	<b>3x3x3 Principle:</b> Can we: 1) increase sales by 3 percent, 2) increase margin by 3 percent, 3) reduce costs by 3 percent?			
18	<b>Communication With Financiers:</b> Have we spoken to our bankers to determine our ability to withstand a recession?			
19	<b>Supply Partnerships:</b> Do we have partnership agreements with our key suppliers i.e. mutual support through prioritizing supply continuity in exchange for on time payment?			
20	<b>Economic Engine:</b> Do we/can we have a recurring revenue model e.g. subscriptions, service contracts, etc? Is this our main source of revenue?			
<b>TOTALS</b>				
<b>GRAND TOTAL</b>				

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.