

# 6 Ways to Thrive in a buying Down Cycle

Don't Give Up When Sales Are Down!  
Use These Best Practices for Maximum Success.

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## ✔ Prioritize Cash Flow

Set a conservative operating budget that will allow you to **save money**.

**Recommendation:** put roughly 15% of your annualized revenue in the bank.

Look for small ways to **cut costs** (e.g., less expensive packaging).

Prioritize **strategic investments** and prepare for financing if you need it.



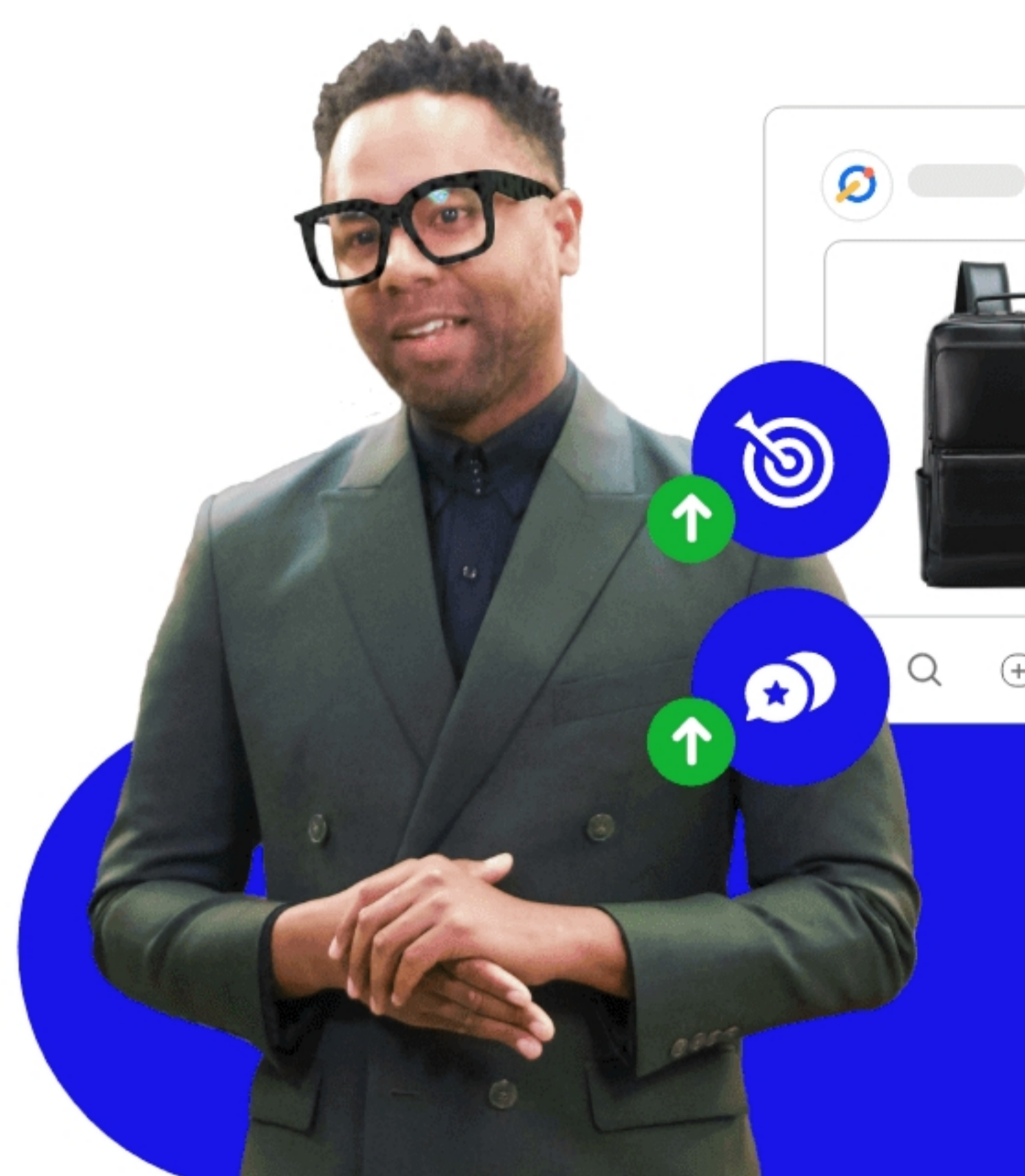
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## ✔ Solidify Your Strategy

Identify what makes your business stand out from the competition and consider repositioning your brand messaging.

Hone your message to meet the market—communicate why your products are necessary for your customers.

Remember: When money is tight, shoppers don't want to feel that they're spending frivolously. Position yourself as offering the best product, pricing, or service.



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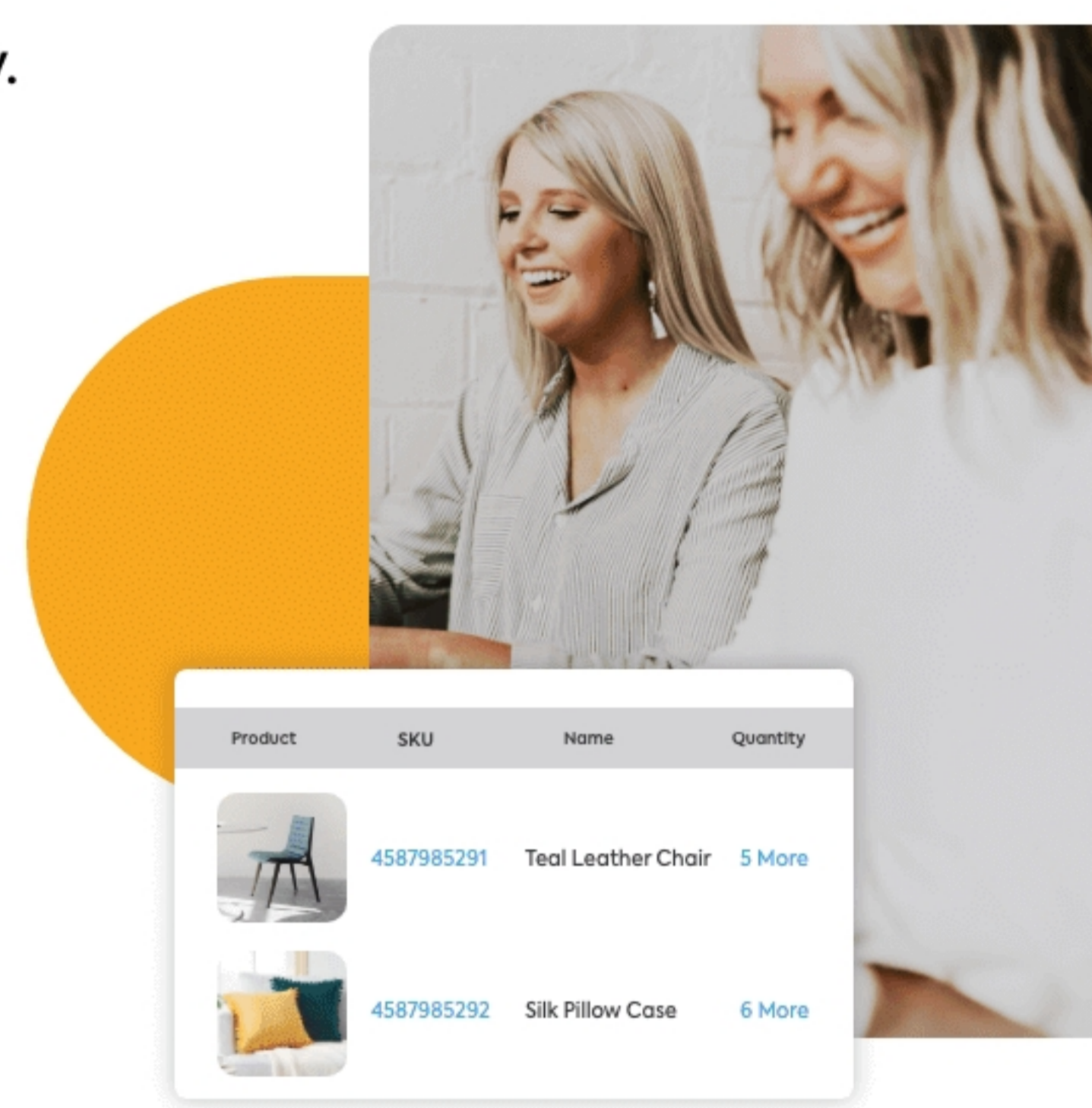
## ✔ Increase Operational Efficiency

Restyle and relaunch products to move older inventory.

Cross-train your team—employees who can help in multiple business areas can help you save money on headcount.

Talk to suppliers to get ahead of potential delays or limited quantities—you may also want to start working with additional vendors.

Manage inbound inventory from suppliers—review email confirmations and cancel orders for products that may be out of season or unnecessary.



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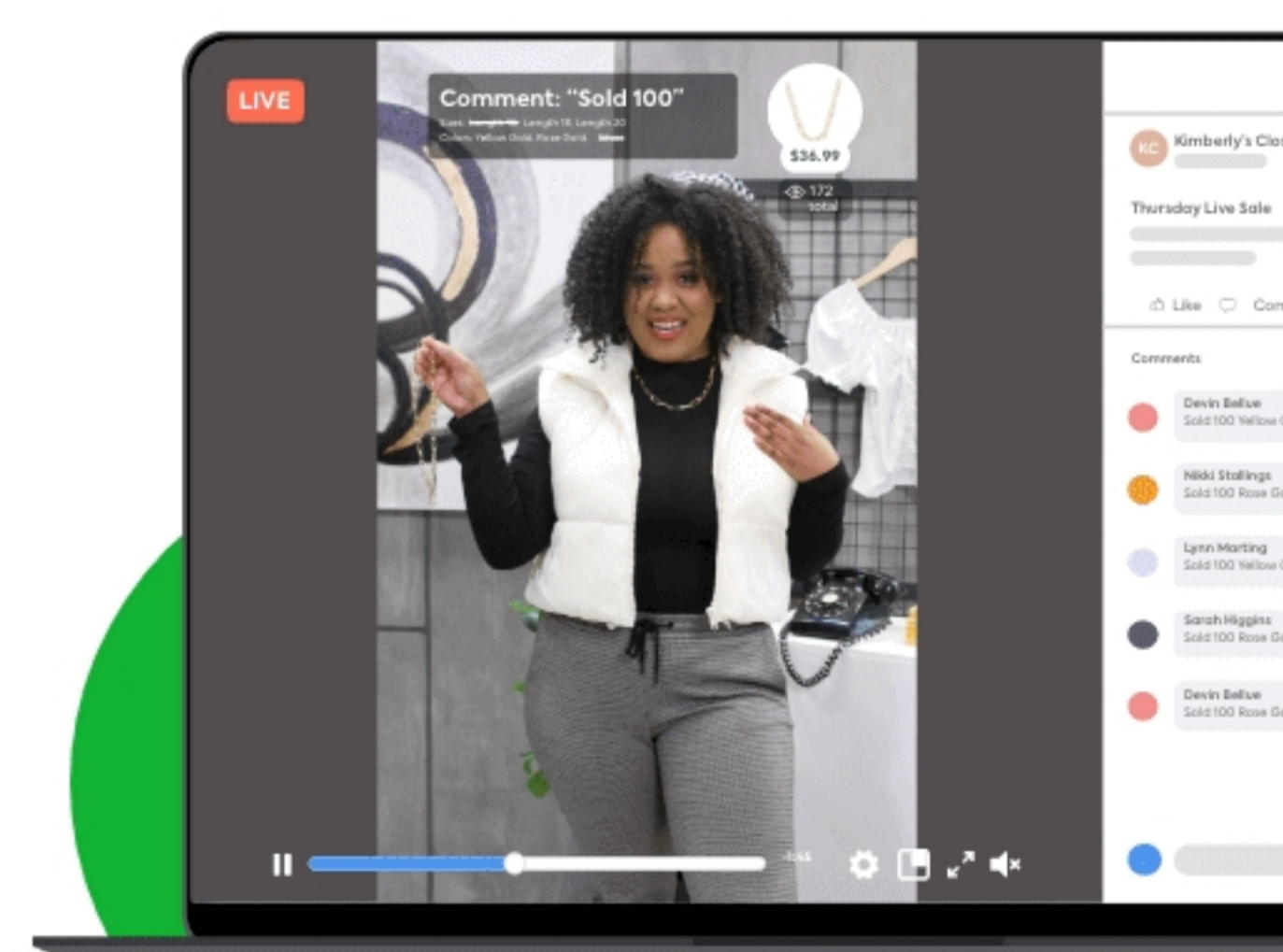
## ✔ Diversify Your Strategy

Utilize all live selling channels—go live on Facebook Pages and Groups, your mobile app, and your webstore.

Attract new shoppers by regularly posting on additional social media platforms, like TikTok and Instagram

Consider offering more affordable products or changing your pricing model.

Be aware of the change in your customers' budgets and adjust where it makes sense.



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## ✔ Focus on Your Relationships

Connect with your shoppers on a personal level—the stronger the relationship between you and your customers is, the stronger your business will be.

Lean into word-of-mouth referrals—your customers are your biggest advocates!

Nurture your community through non-sales content as well

Build relationships with other boutiques—consider trading inventory to keep things fresh for your audience and theirs!



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## ✔ Keep Following Best Practices

Host frequent live sales at the same time on the same day(s). Consistency is key.

Stay active on all of your social media accounts.

Make smart buying decisions based on your sell-through data and sales goals.

Leverage CommentSold's free marketing automation tools.

