

NUMBER 15:

Ensure the generation of economic value through more income



The downturn in economic activity means less consumption and less investment, which can depress our company's sales and results.

You have to pay attention to the movements of the sector, technology and customers to discover new sources of income.

- We can increase income with products or services that satisfy needs related to the health crisis (medicines, masks, gels, tests, respirators, protection systems ...).
- We can exploit new needs (telework, online services...) or new consumer purchasing habits (online shopping ...).
- In the coming years, the demand for products / services related to emerging trends will increase exponentially: sustainability, social responsibility ...
- Another interesting measure is to take advantage of the possibilities presented by social networks to improve communication; and the promotion and sale of our products.
- If you already have good online services, you can enhance the promotion of them to increase income.
- Review the pricing and discount policy, as well as the collection systems in order to adapt to the situation of customers. In times of crisis there are more customers sensitive to the price variable.
- We can increase sales by giving additional guarantees to customers, such as rights of return if the product or service cannot be consumed due to outbreaks of Covid. This can give them more confidence to buy our products.

Links:

[Revenue growth management in the COVID-19 crisis](#)

[How COVID-19 Will Change the Way We Shop](#)

