

White Pages – ‘Franked’ with the Economy



Q. What do you get when a Chief Economist and an Enthusiastic American hold a White Pages Sales video conference?

A. You get a motivated sales force enabled to deliver the facts about today's economic environment to their customers!

The White Pages Premium Sales Team and selected Call Centre representatives were given a treat when Sensis Chief Economist, Steven Shepherd and Industry Expert Frank Rowan gave an Economic Overview and tips on how to sell in today's economy. The video conference took in the Sydney, Canberra and Brisbane offices.

Steven started by giving us a real view of the world today designed to help us slice through the media hype and concentrate on the facts that show Australia is in a better position than much of the rest of the world. The presentation included the state economic trends helps to put the message into perspective at a local level. Steven made the point that the US and Japanese economies are heavily reliant on Consumer Spend and Exports respectively while the Australian economy has a more diverse reliance and is some what insulated from the same 'pains' being felt abroad. 'Understand Global and Act Local' is a strong part of the message to send and we need to realise people are still spending and to this point people will continue to contact each other to transact.....that's where White Pages comes into the equation.

"This will pass, as it did in Thermopolis, Wyoming in the 80's along with 9+ economic downturns during the last century". Frank went on to explain that even in volatile markets people and businesses still need to buy and sell, it is value that they will be looking closer for. Frank shared a case study about advertising during challenging economic times – Ever heard of Post Cereal before.....what about Kellogg's? During the 1930's, these 2 companies were neck and neck with their share of the breakfast cereal market until an economic downturn prompted Post to decrease it's advertising spend. Kellogg's continue to spend and boost their brand awareness and the rest is history.....Post who?!?

We need to be the 'Cheerleaders' for the current situation and for the value of our White Pages products and as Frank says *"We need help our customers take market share from their competitors who are being cautious"*

Thanks Steven and Frank, it is now up to us to help our customers to navigate through the challenges of today's and future economies