

Recession-Proof Growth Series

Sales Systems That Drive Growth When Budgets Shrink



Forge Growth Advisors
Accelerating Business Results

Meet Your Hosts: Maryam & Bay



Maryam Golabgir is the CEO of Digital Marketing Experts, bringing deep expertise in social media strategy, website development, search engine optimization, online advertising, and mobile marketing. A digital marketer, programmer, and website specialist, Maryam combines vision with data-driven execution to help businesses build sustainable digital growth. Under her leadership, Digital Marketing Experts was recognized as one of York Region's top advertising agencies.



Bay Ghorishi is the Founder of Forge Growth Advisors and a seasoned executive with leadership experience at TELUS, CIBC, and People Corporation. Specializing in go-to-market strategy, growth planning, and sales enablement, Bay blends executive leadership with hands-on consulting to help businesses accelerate revenue and market impact. His collaborative, results-focused approach has driven consistent growth across diverse industries.

**When cash is tight, sales success comes from
focus and structure, not frantic activity.**

Structure Drives Success in Downturns

Process

Defined steps create clarity
and consistency for every
opportunity



Discipline

Systematic execution ensures
nothing falls through the
cracks



Results

Focused effort on high-
probability deals generates
sustainable growth

The Hidden Cost of Reactive Selling



Symptoms

Missed follow-ups
Inconsistent outreach
Unclear pipeline visibility



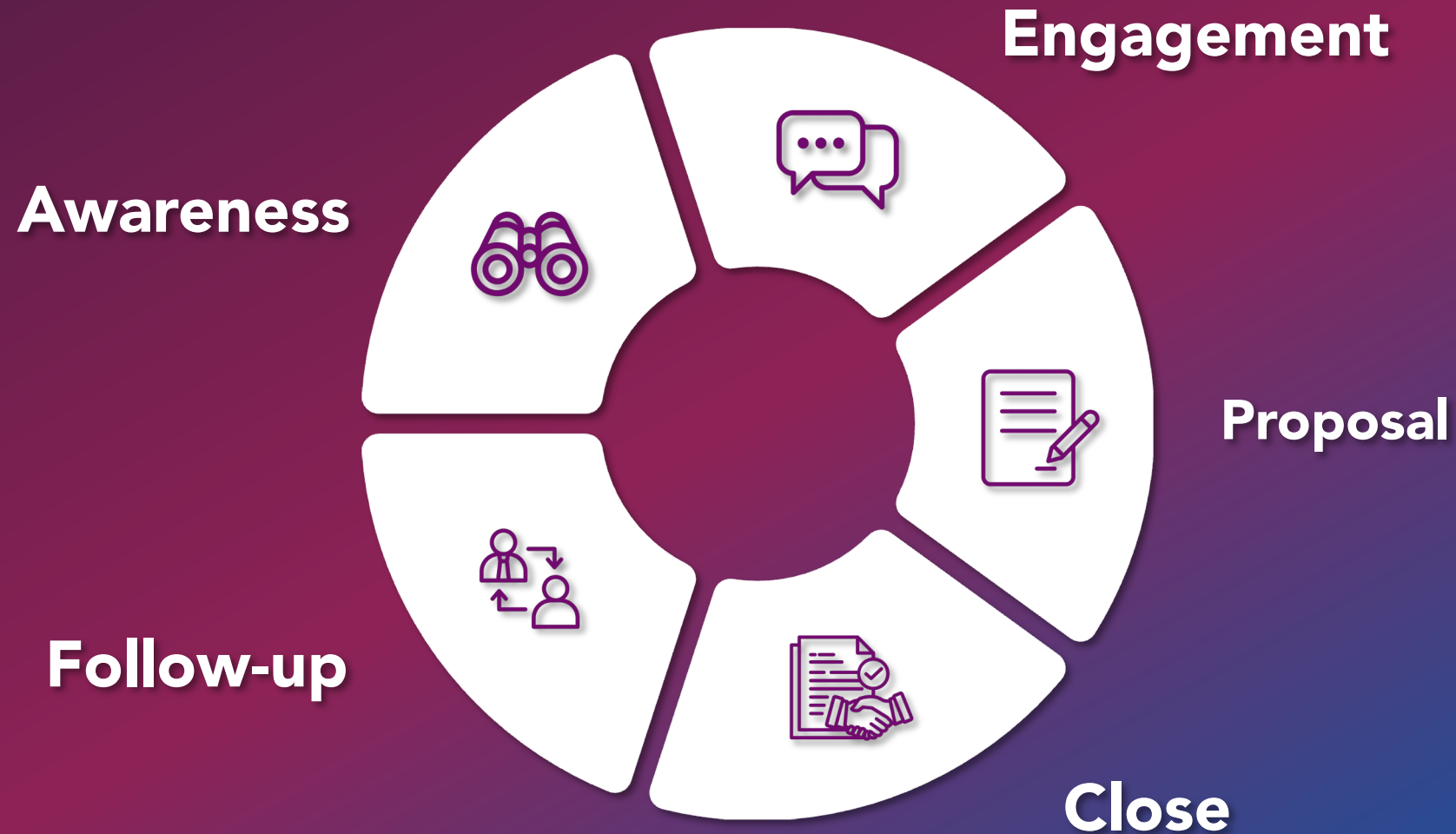
Consequences

Wasted time & effort
Lost deals & revenue
Team burnout & morale

Without a defined system, sales becomes guesswork, and deals slip away.



Building a Simple, Effective Sales Process



Creating Sales Rhythm & Accountability

Sales Cadence



Consistent meeting schedule



Clear agenda & expectations



Focus on actions, not reports

Pipeline Visibility



Review stages & stuck deals



Identify next actions for all deals



Track velocity & conversion metrics

Simple Tools



Shared spreadsheets can be effective

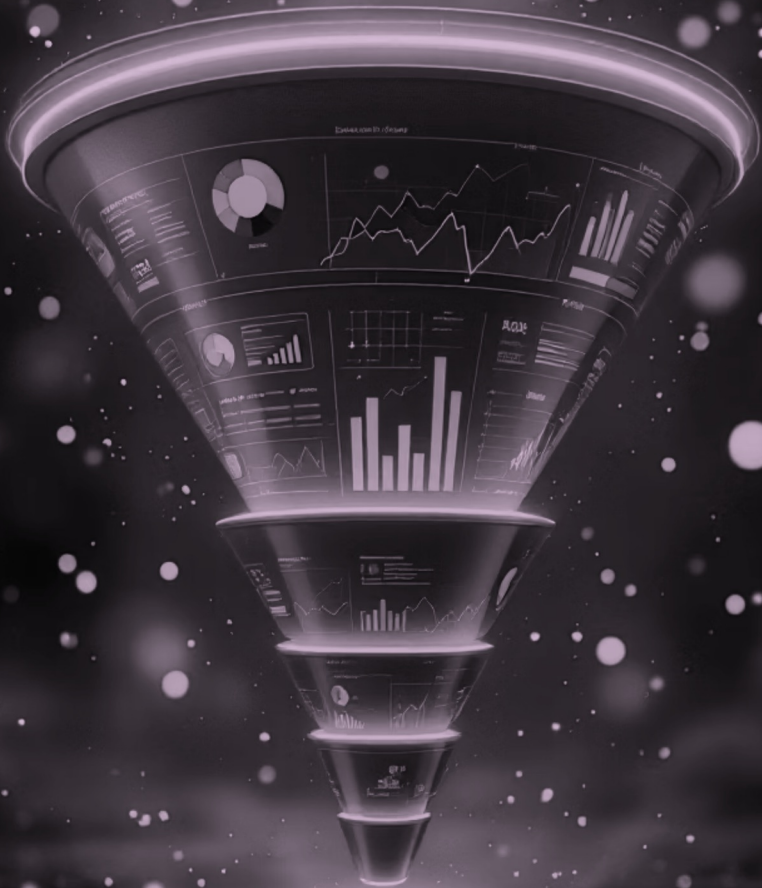


Focus on usefulness over complexity



Consistent updates > fancy features

Prioritize the Right Leads



1

Tier 1: High Priority

- Strong fit with ICP
- Clear buying intent signals
- Ready to make decisions now
- Budget allocated or justified

2

Tier 2: Nurture

- Good fit but longer timeline
- Interested but not urgent priority
- Potential for future business

3

Tier 3: Minimal Effort

- Poor fit with your solution(s)
- No clear timeline or budget
- Multiple red flags or objections

High-Leverage Follow-Up Strategies



Set Clear Next Steps



Use Multiple Channels



Perfect Your Timing

**Follow-up is where deals are won or lost.
It's about showing commitment, clarity, and responsiveness.**

Micro-Coaching for Sales Excellence



When: During deal reviews and regular check-ins

How: Specific, actionable guidance on live opportunities

Focus: Correct small issues before they become patterns

Benefits:

- Immediate application to current deals
- Shorter learning curve for new techniques
- Continuous improvement culture
- Higher team confidence in challenging situations

Let's Forge Growth!



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