Trump, Tariffs, and Chaos: Is Your Sales Strategy Crisis-Proof?

Commercial maturity is not a luxury in times of economic warfare. It is your only way to survive with intelligence.

The market stopped being predictable. Has your team gotten the message?

Since Donald Trump returned to the global political stage with his trade-war rhetoric, markets have bared their teeth again. The Economist put it bluntly in its April 2025 analysis: “Trump’s second term would revive decoupling logic, reinstating tariff barriers and ushering in a new era of protectionism disguised as economic patriotism.”

The result? Delayed investments, more expensive exports, and spending held back by expectations. And yes, deals that never close even when demand is there.

The average sales strategy was not built for this

What you are seeing is not just another crisis, it is a reset of the rules of the game. And the question is not whether your product is competitive, it is whether your sales operation has strategic resilience. Most Latin American companies do not.

You operate with:

- Legacy models inherited from eras of easy growth
- Reactive sales forces
- Forecasts built on Excel and hope
- Sales criteria that answer to the month, not to context

Commercial maturity is not sophistication, it is the ability to decide with judgment under pressure

When we diagnose an organization’s commercial maturity, we do not measure how many leads come in per month. We measure whether the company:

- Knows how to prioritize customers based on their potential profitability
- Is clear about which segments are worth defending — and which are not
- Has a process that lets you redesign the sales cycle without collapsing
- Has sales governance to adjust with speed and coherence

Because in stable times everyone sells, but in chaotic times, those who sell are the ones who know how to adapt without self-destructing.

The false sense of control in the middle of the storm

In many meetings we see the same thing: well-designed reports, polished dashboards, metrics that “control” operations. But when you double-click, the uncomfortable truths show up:

- Sales plans that have not been revisited in a year
- Proposals that follow the same template even though the market shifted
- Budgets copied from last year
- No one knows whether you are selling well — or just selling however you can

Result? A strategy that only works when there is no crisis, and a company that does not know whether it is surviving or just floating.

How does a mature sales strategy behave in a crisis?

Commercial maturity shows when the environment turns hostile. A mature organization:

- Cuts the noise, not the vision
- Knows what kind of business it can walk away from without panicking

- Reallocates resources with logic, not desperation
- Protects margin before ego

And most importantly: it makes evidence-based decisions, not illusion-based ones.

What does the diagnostic reveal in these contexts?

At Imppulsor we diagnose 12 dimensions of commercial maturity. The most sensitive in times of crisis are:

- Sales model governance: Who decides what changes — and when?
- Sales focus: Is it clear which opportunities are worth defending?
- Segmentation and prioritization criteria: Does the team know where the value is?
- Operational redesign capacity: Can you adapt without stalling?
- Tactical-strategic coherence: Do your actions reflect intent, or just react?

Real cases: what we find in companies under pressure

- A company that lost 30% of its international sales to new tariffs, and still has not redefined its local value proposition
- A sales team still pushing premium products in a market with eroded buying power
- A management team that doubled the marketing budget without updating customer segmentation or sales messaging

The problem is not the crisis, it is letting it catch you off guard — with no strategy and no system.

Why does this matter more than ever?

Because crises are not solved with attitude, they are confronted with design, and as Harvard Business Review wrote in its special edition on antifragile strategies:

“Sales leaders without adaptable structures and agile governance models will not only lose market share. They will lose viability.”

An economic crisis does not kill companies. Lack of judgment to navigate it does. Our Commercial Maturity Diagnostic gives you the X-ray you need to stop acting on intuition and start redesigning with evidence. If you want to turn your sales strategy into an anti-crisis machine, this is the first step.

Get the diagnostic →

Source: https://imppulsor.com/insights/trump-tariffs-chaos-sales-strategy-crisis-proof/