

Sales Tips during COVID-19

We have to build a bridge to your customers to move our mindset from “When Can I Sell Again” to “How Do I Sell Now”? As far as old sales processes go, we need accept that the world is changed and the faster you let the old way go, the faster you adjust to the new way of doing business and the more successful you will be. That means new ways of communicating and utilizing technology like an online CRM and Virtual Meeting software to help your sales teams survive and thrive.

3 Meetings you should have with your Team:

- 1) Voice of the Customer
 - a) Your team needs to understand what the customer is going through right now, we have to find out what they're worried about, not what we offer, we need to leave that outside the door. We need to find out what their top issues are from our salespeople.
 - b) These could be things like:
 - i) keeping their revenue going
 - ii) keeping customers engaged
 - iii) worried about their brand number
 - iv) trying to keep their employees engaged
 - v) worried about themselves getting through this both financially and emotionally
- 2) How can we help them? (still leaving your product outside the door)
 - a) Brainstorm on how we can help? Don't worry if you can do it or not – just get all the ideas out (green light thinking)
 - b) Now – what's reasonable? What's quick? What can we make money on?
 - c) Now you have your new starting point and you can invite your product or solution back into the room. What can people buy right now?

3) Weekly Sales Meeting

First, it critical that you are having a weekly Sales Meeting. This is a best practice I find often is not happening and it's a critical action needed to have a set timeframe dedicated for communicating changes and setting clear expectations, especially in times of change like we are all experiencing now. You have to make sure your meetings are consistent and productive. I recommend once a week for one hour.

You need to have an Agenda and make sure everyone comes prepared with their deliverables. Be very thoughtful of your messaging right now. Be a leader who learns to push beyond profit to find passion and purpose, then you can inspire those you lead to commitment and high performance. Ask your team “What can we do today to help our clients? How can our product/service benefit someone during this time?” We want our team to focus on driving revenue that makes them proud. A lot of CEO's miss is that **Selling isn't just about numbers statistics, and money.** It's about making a contribution to the world by finding out what people need and connecting them to a product or service that can satisfy that need. When salespeople are struggling to adapt to the COVID state of sales, they have to change their

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mindset which starts by asking themselves, “how will this customer be different as a result of doing business with me?” and be ready to focus on that when they make the next sales call.

Sample Meeting Agenda:

- Quick Check In/Positive News - Focus on morale – Have a positive start to the meeting
- Headlines – Make it interactive by sharing best practices and highlighting success stories. What’s happening? What are customers saying? – keep the conversation focused the customer’s world.
- Training – How can we help our customer’s this week?
- Data Scorecard – Review the numbers including Pipeline/Deals Closed/Demo’s Scheduled/New Deals Quoted or activity metrics (emails/calls/etc),
- Address the Issues - Identify, discuss and solve issues as a team
- Reward and Recognition

Activities Salespeople can be doing now:

1. PRIORITIZE – Love on existing customers to build loyalty, find ways to offer them extraordinary support at this time
2. Identify deals still likely to close in 2Q – all hands-on deck to close these, invest in adding value to the “not yet customers”
3. Focus on the 4 sales plays – renewals, cross sell / upsell, win new customers and win back lost customers – Leverage ALL plays
4. Find ways to evolve your prospecting and lead gen – likely to catch more fish with more lines in the water. Update your Social Media Plan – start publishing on new platforms (LinkedIn, Twitter, Facebook, Instagram, YouTube) Provide valuable education content to your prospects
5. Reach out to referral partners to reconnect or establish new relationships. 2017 all this morning to get an update and check in
6. Call a good referral partner and ask for an introduction to someone and reciprocate.
7. Build out a new prospect list utilizing time to do internet research.
8. Clean up your database or work on creating a new lead list
9. Create training demos for your product
10. Create new marketing materials, presentations, newsletters and other tools to support marketing to your customer’s.
11. Seek out new sales skill sets/training.
12. Develop your industry positioning with your team, outline your competitors and clearly define your value proposition and points of differentiation

Activities the Sales Manager’s be doing to help their sales team stay productive?

1. Overcommunicate – with employees / clients. Don’t be tone deaf and act like nothing’s happened, but do it with empathy / compassion and show your team how you’ll move forward
2. Coach your Reps – practice video calls, practice phone calls if they were previously used to face to face sales. Encourage using the phone, no one wants another email right now, but

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- people want connection – leverage that opportunity.
3. Look at sales goals and adjust accordingly to not lose motivation if quarterly and annual goals are slipping away
 4. Assess how changing goals affect compensation – doing the right things should be your goal to provide peace of mind during this difficult time
 5. If you don't have a way to forecast, get one. Doesn't need to be fancy but should give directional idea of what to expect. From there you can model "what if?"
 6. If you don't have a CRM, get one....now is a good time to get one as it will help you with forecasting and seeing your sales teams' daily activities.
 7. If you do have a CRM, good time to clean it up – make it work for you, instead of the other way around, optimize reports, get realistic about what deals will be delayed
 8. Clear out your inbox, work on those "projects" that take more concentrated time to move the business forward.

Why teams should be utilizing an internet-based CRM.

1. An online based CRM gives everyone access to the same information in real time. Many companies have a CRM which is great, but they are not fully utilizing it so now would be a great time to focus on that with your team.
2. It provides accountability of sales activity goals (emails, calls, etc.)
3. It provides real time visibility of a pipeline deals for future revenue, quotes being generated, deals closing, etc.
4. It protects client when salespeople turnover or workforce needs to be reduced. You can quickly reassign a portfolio or lead list and easily see last activity date, conversation, etc. to pick right up where the last person left off.
5. Provide secure access to all content your team needs to support their sales process via remote access through a VPN or some CRM's can house important sales and marketing documents.
6. It's very common for me to work with a growing company that has done really well without one but they all get to the point where they need one to forecast revenue better and more efficiently, especially in times like these, companies that don't have visibility into their sales teams activities and pipeline are at a real disadvantage.

Pipedrive CRM is easy to use and the cost is very reasonable: \$12.50/month for Essential or \$25/month per user for Advanced which includes email integration and tracking with Office 365, which I highly recommend. With my link below, you can receive a double length trial period of 30 days (as opposed to the standard 14 days) and a discount of 10% for a full year.

Here is my link if you want to check out the free trial: [Pipedrive Free Trial/Discount](#) I am happy to discuss your company needs to determine the best CRM, this is just one I like because it was built by salespeople and it is inexpensive.

I also like HubSpot if you are using it for your marketing but it's more expensive.