

Foresight is
2020:
What have we
learned about
selling?



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2020 was a
shock to our
entire system.

Unprecedented shutdown orders
affected entire industries -
restaurants, hospitality,
education, etc.

Stay at home orders and general
heightened security temporarily
ended face to face selling in
some areas.

Traveling was curtailed or
discontinued; conventions and
trade shows shut down.

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What were the effects on selling?

- Customer contact methods changed
- Salespeople and sales managers had to learn new skills
- Some contracts became null and void (force majeure, abandonment of business)
- Some single-industry service providers lost nearly all their revenue.
- Customer demands changed - sometimes weekly

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What can we do?

ADAPT. IMPROVISE. OVERCOME.



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Diversity of Product and Customers is Vital

Companies that did the best had a significant industrial/wholesale or government customer mix.

The "paper chain" continues to shrink as companies move to paperless or paper-light communication.

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Diversifying Your Customer Base

Who else can use what you're selling/producing
RIGHT NOW?

Understand marketplace trends - think beyond ink on paper (this will be evergreen).

Even if your customer base survived 2020 well, patterns have been set - will the next episode hit YOUR base?

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<p>DO NOT BE REACTIONARY! Look for ongoing demand.</p> <p>Somebody is going to end up getting stuck with huge inventories of PPE and hand sanitizer.</p> <p>PPE scams are a thing and they are big bucks.</p>	<h2>Diversifying Your Product Mix - what else can your customers use?</h2>
<p>Who sells it now? How good are they at it? How can you do it better? How does it fit with your current sales/service model?</p>	<p>Look at ways to deliver tech - document management, for instance?</p>

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Diversifying Product the Right Way

Think through the sales process - will you need a separate sales channel, or can existing sales channels add this?

How will you compensate sales/service people for its use?

Tru to get closer to the corner office (more important products/services)

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When You Can't Sell Face to Face.

Dimensions of Contact:

- Email/Text is one dimension.
- Phone is two dimensions.
- Face to face is three dimensions.
- Video is 2-1/2 dimensions.

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Video Activity Will Increase.

More people are familiar with video technology, such as Zoom, and are more comfortable with it now.

Some people won't want to see salespeople as much - reasons of personal contact, time efficiency, etc.

Work to UPGRADE prospects and customers from phone to video - gain 1/2 a dimension.

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<p>Sales calls need a greater sales/business focus - nobody will schedule a call to talk for 30 minutes about football. Fake rapport goes out the window in favor of real rapport based on real business needs.</p>	<h2 style="color: orange;">Video will drive sales call efficiency.</h2> <p>Sales via phone or video naturally compress - 30 minutes of video/phone = 1 hour of face to face selling.</p>
<p>Salespeople should plan 5-10 GREAT questions, drill down, be mentally prepared with 'modular verbal presentations' - smarter salespeople will succeed.</p>	

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<h2 style="color: orange;">How to Optimize Video</h2>	<p>Sound quality is essential - if they can't hear you, they can't buy from you.</p> <p>Get the camera at EYE LEVEL.</p> <p>Log on EARLY (you might have to download something).</p> <p>Be aware of background (noise and visual).</p> <p>Dress appropriately for business/sales calls.</p>
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What can we do BETTER with video?

Testimonials - use video to capture testimonials on the spot, rather than asking for a letter or a LinkedIn recommendation later.

Demos/facility tours - if a prospect can't get to you, think through how you can capture a live demo.

Don't neglect after-call messages! Some salespeople are VERY successful with these distinctive messages.

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Sell On Video, Train On Video

Even if your reps are all in the office, do training on video techniques VIA VIDEO. Yes, it will feel a little silly. Do it anyway.

Do video role-plays. These are VERY illuminating.

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But our contracts!!!

RELATIONSHIPS BEAT CONTRACTS ANY DAY OF THE WEEK AND TWICE ON SUNDAY.



some contracts are now unenforceable.

- Don't rely on contracts to keep your customers - focus on quality relationships and business reviews to assess those relationships.
- Don't abandon your customers - don't laugh, it's happened.

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Sales tech has been put on fast forward.

Salespeople now MUST be competent in multiple forms of communication - Video, IM, Text, Email, Phone, Social Media Messaging - this is MANDATORY

Managers/Owners MUST have a functioning, useable, and salesperson-friendly CRM system.



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CRM is now Mandatory.

You probably have a CRM system, but are you using it? How do you communicate with reps when they can't come into the office? If cost is a consideration, look at free or cheap online systems.

You basically need three things to be functional:

- Contact field information
- Activity recording and tracking
- Opportunity (proposal) management

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Be flexible in Customer Communication.

Flick the jab.

Every customer will have a preferred method of communication. Your salesperson's job is to find it. Ask or flick the jab.



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"Good Time Charlie" -
A salesperson who sells on personality alone.

RIP Good Time Charlie

- Fewer lunches/happy hours/ballgames
- Can't give out donuts over a video screen
- Conversations are far more sales/business oriented
- If you have a GTC, time to teach them how to sell by solving customer problems!

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ADAPT. IMPROVISE. OVERCOME.

Diversify your product/customer mix. Enlist your salespeople to find real opportunities and be creative.

Train your salespeople to use current tech, and on better selling and customer solution techniques. Consider video role plays, etc.

Use a good CRM system to both manage AND support them; if you use it to their benefit, they will participate.

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Most of all - BE FLEXIBLE.

Your customers' environments are constantly changing - yours will probably have to, as well. Work WITH them and build real relationships.

Your salespeople and sales managers need mental agility. You need to support them however you can - 'change fatigue' is common.

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QUESTIONS?

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The Sales Strategy Review:

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CUSTOMERS AND
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