

# THE FIVE KEY SALES TRENDS POST-COVID19

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1. Motivation – the Recognition of a Need
2. Investigation – Define the need and what fills it
3. Evaluation – Does it represent good value?
4. Decision – To buy or not buy

## THE CUSTOMER'S BUYING PROCESS

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YOUR SALES  
PROCESS  
SHOULD BE  
CUSTOMER  
CENTRIC.

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A SALE HAPPENS WHEN:  
NEED,  
SOLUTION,  
AND TIMING  
ALL INTERSECT.

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- ▶ Everyone's timing got messed up
- ▶ Needs may have changed
- ▶ Your Solution may have changed
- ▶ The way you can communicate has probably changed
- ▶ The buying PROCESS has NOT changed!

## HOW DOES COVID-19 AFFECT THE PROCESS?

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- ▶ More Video Activity
- ▶ More Efficient Sales Calls
- ▶ CRM is MANDATORY (it really already was)
- ▶ The End of the Good Time Charlie
- ▶ Agility

## 5 SALES TRENDS FROM COVID-19

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# TREND 1: MORE VIDEO ACTIVITY

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- ▶ Email/Text: 1 Dimension
- ▶ Phone/Voice: 2 Dimension
- ▶ Face to Face: 3 Dimension
- ▶ Video is "in between" – think 2 ½ dimensions

# DIMENSIONS OF CONTACT

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- ▶ New familiarity with Video calls
- ▶ Some won't want to see salespeople as much
- ▶ Work to UPGRADE phone call customers and you may gain!

## WHY WILL VIDEO INCREASE?

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## TREND 2 – SALES CALL EFFICIENCY

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- ▶ Sales calls compress via phone or video
- ▶ 30 minutes of video/phone – 1 hour face to face
- ▶ Greater business focus
- ▶ Plan 5-10 GREAT questions, drill down stronger.
- ▶ Consider what visual aids you can use over a screen.

## BUILDING EFFICIENCY

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## TREND 3 – CRM IS MANDATORY

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- ▶ Customer information is more critical now
- ▶ So is communication
- ▶ CRM is your hub
- ▶ If you have nothing – Hubspot.com
- ▶ Get all your salespeople using whatever you have
- ▶ Mobile apps help

IF YOU DON'T HAVE CRM BY NOW...

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TREND 4 – THE  
END OF THE  
GOOD TIME  
CHARLIE

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- ▶ Fewer lunches/drinks/ball games
- ▶ Can't hand out donuts over a screen
- ▶ Nobody will do a video call to talk football
- ▶ The conversations must be sales/business oriented

## CHARLIE MUST UPDATE

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## TREND 5 – AGILITY

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- ▶ Your ability to adapt and pivot is key
- ▶ Be able to be agile both during a call and strategically
- ▶ Your customers will tell you what they want from you and when they want it.

PIVOT!

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**THE SALES STRATEGY REVIEW**  
One hour conversation. Two to three tangible take aways.

**GOALS & STRATEGY**

**STAFFING & COMPENSATION**

**PARTNERS & CUSTOMERS**

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