



## How to Keep Your Selling Process and Goals on Track During the Coronavirus Outbreak

You may find yourself very well equipped to handle this pandemic, having all the foundational sales infrastructure components in place and an organization comfortable working remotely. However, it is also possible that you aren't well prepared and these next few weeks and months have you feeling anxious about the impact on your people and your business.

During times of crisis, companies that stay agile and creative can thrive, while other companies lose ground, morale and momentum. During this Coronavirus outbreak the whole world is forced to be agile and innovative. Now is the time to take decisive leadership. Provide your sales team with a plan to rally around so they can continue to drive growth for themselves and your company. While your company's revenue results may be a bit delayed, rest-assured, they can still happen. To help you navigate this crisis, we have created a checklist of key components your team can implement immediately to keep your sales process moving forward.

### Checklist - Top 6 Things to Keep Your Sales Moving Forward During a Time of Crisis

It all starts with leveraging the technology available to us – companies that do so are very likely to stay ahead of their competitors, serve their customers well, and strengthen their sales team.

#### 1. Change face-to-face meetings to video/webinar calls.

- Do you have access to video conferencing technology?
  - If you don't already have a provider, sign up now.
- Here is a list of popular video conference/webinar providers that offer free trials:
  - Go to Meeting
  - Zoom
  - Blue Jeans



- Here are some tips for communicating via video or teleconference:
  - If the group is over five people, mute everyone to avoid background noise and people talking over each other. Have participants type in questions and assign a designated person to serve as moderator.
  - Use the video camera on your computer to create a more personal experience. Make sure there is proper lighting so you are visible.
  - Use a professional environment (what is seen behind you) and dress responsibly.
  - Have everyone test their microphones before the call begins.
  - Ask participants to introduce themselves before speaking if everyone won't be recognized by voice alone.
  - Increase engagement by looking into the camera when talking versus looking down at a computer or keyboard.
  - Provide an agenda to reference throughout the call to keep on track.

## **2. Utilize an internet-based CRM.**

- Does your team have easy remote access to the information stored in your Customer Relationship Management system?
  - Although it may be challenging to quickly change from your server-based CRM to an internet-based CRM, remote work is much easier when everyone has access to the same information in real-time.
  - If you don't have the proper CRM for this crisis, make sure you resolve this issue for the future.
- At times like this, it is also more important than ever to have your sales team keep their information up-to-date in your CRM. It may be weeks or months until you can stop down the hall and easily ask questions about the accuracy of certain CRM data.

## **3. Provide secure access to all content your team needs to support their sales process.**

- Does your team have easy remote access to the data they need to continue to manage their sales process? Do they have secure access into the tools that they need to continue to be productive?
  - If your team will struggle gaining access to key information, consider implementing a Virtual Private Network (VPN) to create a more secure connection to your company's network.
  - There are also some easy cloud content management alternatives that can be implemented quickly. Examples include:
    1. Box.com
    2. DocuShare
    3. Google shared docs



#### 4. Make sure your team has adequate online access.

- It is likely that most of your team has fast and reliable internet service, but don't assume they do. Quickly survey your team to understand their ability to work remotely efficiently.
- It may be necessary to invest in mobile hot spots and associated data plans, as well as providing reimbursement to establish home internet access plans or upgrades to existing access.

#### 5. Reaffirm or create a remote work policy.

- Prepare quick start guides to help minimize the learning curve of any needed tools or technologies.
- Create "power users" to support less-experienced remote workers. Have these power users available for calls to share techniques and for trouble-shooting.

#### 6. Use technology to connect with existing and prospective customers.

- With less travel and face-to-face meetings, more people will have time to answer their phones or respond to emails. Take this opportunity to gather information or conduct demo appointments.
- Be innovative and find ways to talk to your clients. Send out surveys and get feedback on their business needs. Sign up for a survey tool like:
  - Survey Monkey
  - Formstack
- Use this time to be innovative and create new strategies, presentations, newsletters, and other sales tools to support your customers' needs.

This is a great time to spend ON your business, instead of always focusing on being IN your business. What have you been wanting to work on? Focus on that if you haven't had time – now may be your opportunity!

The bottom line is to keep selling. Life has thrown you a curveball, but you don't have to strike out. Simply adjust your approach to this new, but temporary climate. Leverage the same successful sales process you have in place; but be resourceful and creative in your execution of that process. By doing so, you will not only outperform your competition during this viral outbreak, but you will be well positioned to overcome obstacles in the future.



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