

LEADING THROUGH COVID-19

Addressing Your Real Sales Challenge

How can we...

address sales organization fears,
help customers through this crisis,
find real growth opportunity, and
assist the sales team financially?

ADDRESS SALES ORGANIZATION FEARS



- Focus on building the pipeline, not the immediate sale
- Book deals further out
- Work on rapid strategic account planning
- Understand and provide the help your team needs
- Communicate with your team with intentional interactions

HELP CUSTOMERS THROUGH THIS CRISIS



- Stop focusing on selling, start focusing on helping
- Recraft your value propositions for how you will add immediate value
- Implement special pricing, offers, and policies
- Communicate to customers with a consistent campaign

FIND REAL GROWTH OPPORTUNITY



- Sell virtually
- Partner with organizations to combine capabilities
- Form a customer ideation team
- Optimize territories

ASSIST THE SALES TEAM FINANCIALLY



- Create short-term bonuses for milestones
- Adjust quota / timing
- Lower performance thresholds
- Test your options and financially model your compensation solutions

