

# 6 TIPS TO LEAD SALES TEAMS TO SUCCESS DURING A PANDEMIC

How to keep your sales team equipped to sell and motivated during COVID-19.



## MAKE A LIVE CONNECTION

Never underestimate the power of a live conversation. Emails are great, but it lacks the personal touch people need more than ever right now. Phone conversations will allow your teams to make a personal connection and truly understand what each client's reality is.

## TAKE A HUMAN APPROACH

Clients need to know that you care about their health and well-being more than selling a value proposition. Create a customized sales approach that brings empathy to the forefront. As a face-to-face meeting is currently not an option, encourage a casual virtual coffee chat to take that human connection one step further.



## REINVENT YOUR VALUE PROPOSITION

Identify the ways in which your B2B solution can be revamped to meet your clients' concerns and unique issues during the pandemic. Many organizations are finding themselves in a reactive position — identify how you can help calm the storm.



## PROVIDE TRAINING

Knowing that your value proposition may look different, make sure your teams are equipped to deal with the fact that the typical sales approach may not be effective right now. Train your teams on this new approach so they can be agile and creative to adapt to a new market reality.



## PROMOTE PATIENCE

It's natural that it may be more challenging to connect with a client right now — which can make the sales cycle longer. Let your teams know what to expect so they can prepare themselves mentally for a new sales reality and remain motivated to stay the course.



## CELEBRATE SMALL ACHIEVEMENTS

With longer sales cycles and more difficulty to connect, it's important to celebrate the small achievements, like being able to have a meaningful conversation with your client. Many times in sales, the celebration comes once a deal is "won" — try to switch that mentality to show you appreciate their efforts during these challenging times.

