



Selling out of Recovery

10 priorities



Sales leaders have had to react to the changes imposed by Coronavirus. Short term actions were taken quickly - whether furlough or changing compensation or setting people up to work from home. Big questions face sales organisations about what lies beyond the recovery phase and we believe we have some of the answers.

But for now the urgent and important question is how do we optimise our selling over the coming months?

Here are SalesLevers top 10 priorities for selling into recovery.

1. Have a clear picture of your customers' activities. How have they been affected? How do they see the next weeks and months? What are their priorities?
2. Make sure you have a clear picture of what is happening today. Exactly how many customer contacts are taking place? How long are they? What is being said and to whom? What is the state of mind of your sales people?
3. Resegment. What is the ideal customer profiler for the next few months? Which customers and prospects will be able to derive value from what you have to offer? Which of them have the best ability to buy over the coming months? Which of them are unlikely to spend in the short term but need nurturing for a longer term recovery?
4. Identify your priorities. Do you need to focus on customer retention and (if possible) growth? Or is your success dependent on winning new business? Or should the focus be on managing your strategic accounts?
5. Equip your people for remote selling. However optimistic your view of the future, more selling is going to be virtual. There will be mighty few customers inviting sellers onto their premises. Conferences and exhibitions are unlikely to be driving your lead generation and nurturing. Equip your people to adapt their face-to-face skills to this new environment. There are some great ways to develop people in remote selling skills.
6. Get really good at remote coaching. Sales management has always involved working with people at arm's length but now it is even more important to understand how they are going about the job, and getting a feel for their motivation levels. Supporting them and coaching them becomes an even higher priority. Fortunately there are some really good new tools out there to make this possible.
7. Get the activities to optimum levels. Once you have a clear picture of the current activity levels, plan and monitor what is happening. Make sure you are achieving the right frequency and length of contact. Think about the best tools to ensure optimum activity levels.
8. Concentrate on the right things. Once you have re-segmented and re-prioritized for the coming months, then ensure your people are talking about the right things to the right points of contact. For example several i-snapshot clients are tracking "recovery events" from the sales teams and identifying new resources with which to follow-up.
9. Re-plan for the months ahead. As you work on targets, budgets and quotas it is probably wise to replace traditional approaches with zero base forecasting and to start bottom-up, account by account rather than top-down. Quotas and compensation may well need to be adapted for the recovery phase.
10. Keep listening and talking - to customers and to sales people. In challenging times it is tempting to retreat into worthy inward-looking activities. The more you are talking to customers and those who sell to them, the more you will identify the indicators and trends early enough to act ahead of their pack. And the more your customers and salespeople sense you are listening to them, the more they will value you, the relationship and your ability to help them survive and flourish.

1. **Know how your customers are doing**
2. **Know what your people are doing**
3. **Re-segment**
4. **Prioritise**
5. **Equip your people for remote selling**
6. **Remote coaching**
7. **Ensure optimum activity levels**
8. **Concentrate your efforts**
9. **Re-plan**
10. **Keep listening**

At SalesLevers we have the capability and capacity to help you **diagnose** the current situation, **formulate** ways to sell out of recovery, **develop** people with the short term skills they need for the months ahead, **reinforce** the changes with sales enablement tools and strong implementation techniques and finally, as your business and your customers emerge from the recovery phase we can help you **re-calibrate** for a changing future.

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