

CHANGE CONNECT



SALES BEST PRACTICES IN VOLATILE TIMES

MANY OF THE UPS AND DOWNS OF A COMPANY'S REVENUE STREAM CAN BE SMOOTHED OUT. DOING SO, THOUGH, REQUIRES A FUNDAMENTAL CHANGE IN HOW THE ORGANIZATION PRIORITIZES ITS SALES ACTIVITIES.

No matter the size of your organization, it's likely you've been affected by the COVID-19 outbreak. It's forced many of us to change the way we work and adapt to a sudden shift in consumer behavior.

And that brings us to the basic problem: Telling salespeople how to manage their individual funnels is one thing; getting them to do so is an entirely different matter. To accomplish that, a company needs to implement various organizational measures.

WHO SHOULD ATTEND?

- Sales Leaders who are ready to launch their new ideas and/or breakthrough your current sales plateau
- Business Development or Senior Account Management Reps
- Sales leaders who are looking to improve their existing business sales operations

LEARNING OBJECTIVES

- Develop the high-performance leadership skills required to drive a high-performance organization
- Discover a proven strategic framework that will help you manage your team's sales performance targets, and improve customer satisfaction during this volatile time

AVAILABLE FORMATS

- Instructor-led, twelve (12) weekly sessions from 9:30AM to 4:30PM
- On-site or one of Change Connect's training facilities

COST

- \$8,900 + HST per trainee.

MODULE 1

TAMING THE VOLATILE SALES CYCLE | THE SALES FUNNEL REVAMPED

Every sales cycle has some degree of volatility. And there are certainly seasonal fluctuations and many other factors, including customer budgets, that affect the sales cycle. And today, we deal with selling in the time of Covid-19.

The typical sales process is like a funnel: At the bottom are the deals that are nearest to being closed; in the middle are other prospects in the works; and above the funnel are numerous promising leads that need further investigation.

Learning Objectives:

- Customer Journey in Volatile Times
- Client Progression in Volatile Times

MODULE 2

SELLING IN THE TIME OF COVID-19

The COVID-19 outbreak showed us just how quickly life can change. One of the biggest impacts was made on the way we work, as well as the level and type of support our employees, customers and peers need from us. Entire organizations have adopted remote working infrastructure at a rapid pace, ensuring those that have the ability to work from home can do so.

Learning Objectives:

- What Clients want from their rep during volatile times?
- What Prospects want from their rep during volatile times?
- Steps to effective handholding during volatile times.

MODULE 3

THE SALES FUNNEL REVAMPED | TOWARD BETTER FUNNEL MANAGEMENT

"Sales funnel" is a fancy term for the sales process, from the time someone learns about your business to when they make a purchase. This makes it a great time to get in front of people and begin building relationships with them but not in the traditional ways. Client behaviour and buying pattern have changed. Remapping the behaviour will yield the new ways of working.

Learning Objectives:

- Changing Sales Funnel to map today's sales landscape
- Difference between today's client progression to the new sales funnel post Covid-19



MODULE 4

PANDEMIC-DRIVEN PRIORITIES FOR SALES LEADERS

For salespeople used to the hustle and bustle of a lively office, the sudden change to remote working can be challenging. Not only do they need to find a new routine, but get a handle on new technologies for communication and collaboration.

Learning Objectives:

- Manage changing priorities
- Balancing government's guidelines
- Manage staff remotely
- How to deal with "on pause"
- Communicate company directives to team

MODULE 5

REMOTE TECHNOLOGY STACKING IN SALES

The COVID-19 crisis has impacted every industry, business, and team worldwide. This pandemic has been a catalyst for the adoption of remote work methodologies and tools. In this day and age, new technology is unavoidable and it can be overwhelming for an SMB. But for any business to succeed, adopting and adapting to new technology is necessary.

Learning Objectives:

- Sales Tech beyond CRM
- Mapping your buyer's journey to sales process
- Mapping your sales tech to sales process
- Samples tech stack review

MODULE 6

SALES FORECASTING IN A VOLATILE ENVIRONMENT

While the economy is in what feels like a constant state of flux, you'll likely be increasing scrutiny on forecasting and deal health. Now more than ever, it's critical to keep your pipeline up to date.

Learning Objectives:

- Holistic view of sales pipeline
- Coaching and strategy conversation framework
- Deal health by understanding deal gaps



MODULE 7**GAINING GROUND IN VOLATILE TIMES | LEAD NURTURING**

No matter what type of small business you have, your priority should be clearly communicating with your customers to put them at ease. Think about what your clients need to hear from you, and how you want to position your business during this crisis.

Learning Objectives:

- Messaging around health protocol
- Making a product or target customer pivot
- Messaging to employees

MODULE 8**DRIP CAMPAIGNS & MAILING LIST MANAGEMENT**

As consumers are social distancing and working from home, they're spending even more time online than ever before. Now is the time to revisit your marketing spend and improve the effectiveness of your virtual communications; treat your homepage like your storefront, and transition some of your physical store experience onto your product pages and social media channels.

Since roughly 20% of your customers contribute 80% of your revenue, consider prioritizing your high-value customers to ensure their lifetime loyalty.

Learning Objectives:

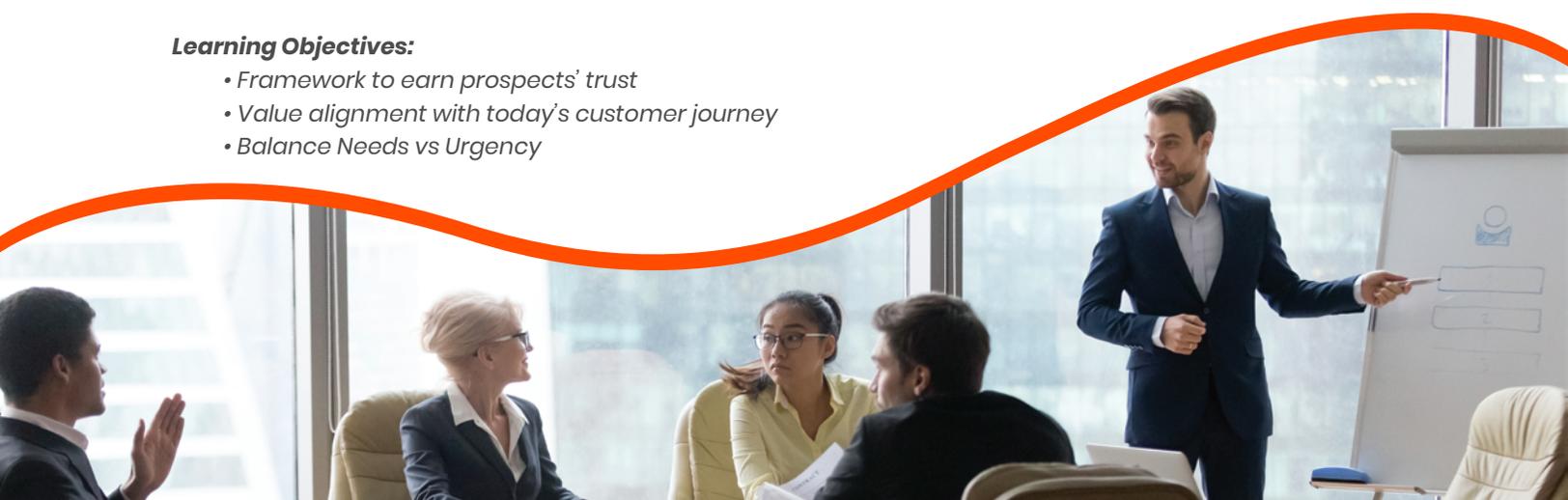
- Identify your high-value customers
- Adapt your marketing messaging
- Create social experience through drip campaigns
- Generate and communicate empathetic messaging to employees and your audience

MODULE 9**CUSTOMER-DRIVEN VALUE PROPOSITION**

It's time to change the playbook. We have to change the conversation. Companies need to be true to your brand. No one wants to be converted today in the world. As sales and marketing professionals, we need to be brave and change the conversation inside our own companies. It starts with marketing and sales. It begins with serving your customers. It starts with doubling-down to deliver value and asking for nothing.

Learning Objectives:

- Framework to earn prospects' trust
- Value alignment with today's customer journey
- Balance Needs vs Urgency



MODULE 10

SOCIAL MEDIA & DIGITAL MARKETING PLATFORM

The first thing we are seeing is people trying to exploit fear. Don't exploit the situation! Quoting Warren Buffett, "Be fearful when others are greedy, and greedy when others are fearful." During an economic downturn, you'll find that you will have less competition, which means it is easier and faster to get results, and in some cases, you'll be able to get deals, such as a potential reduction in pay-per-click advertising.

Learning Objectives:

- Doubling down on marketing
- Leverage the different reach platforms

MODULE 11

SOCIAL MEDIA & DIGITAL MARKETING CONTENT

The COVID-19 outbreak has affected all aspects of our lives, including marketing. Even if your business is not health-related, you are most likely incorporating the pandemic into your content and messaging. Yet you are also most likely trying to figure out exactly how to stay relevant while also appropriate during such an unprecedented time.

Learning Objectives:

- Guideline for staying sensitive
- Resources for ensuring accuracy
- Suggestions for modifying your offers
- Tracking progress

MODULE 12

PLANNING FOR UPTAKE

While sales may be slow during the COVID-19 pandemic, you can generate leads that will set you up for success once the crisis passes.

The recovery process from Coronavirus and its economic impact could take months. Now is NOT the time to simply "decide" that nobody is buying and to sit back until things get back to normal. In fact, in 2008, the last time we encountered economic troubles, the sellers who succeeded most were not the ones who maintained their flow of communication, but the ones who ramped up their communication. So the idea that you should be in "radio silence" mode is not a good way to move forward. But what can be done now?

Learning Objectives:

- Current Clients Touchpoints
- Prospecting Plan
- Relevant messaging

