



ValueSelling Associates™

B2B Selling in Turbulent Times

Thank you for joining us today. We will be getting started shortly.

Please share the location your joining us from in the Chat window.

This document contains proprietary information from ValueSelling Associates, Inc.

Its receipt or possession does not convey any rights to reproduce or disclose its contents to manufacture, use, or sell anything it may describe.

Reproduction, disclosure, or use without specific written authorization from ValueSelling Associates is strictly forbidden.

Agenda

FACTS

- Introductions
- Executive Leadership Opening Remarks
 - It isn't business as usual
 - The new normal
- Making adjustments to Sales
- When the going gets tough
- Recovery
- Question and Answer

Meet the Panel



Julie Thomas
President & CEO
ValueSelling Associates



Peter Sondergaard
Founder & Executive Advisor
The Sondergaard Group



Tony Cascio
Managing Partner
ValueSelling Associates



Jens Lind-Winther
Managing Partner
ValueSelling Associates



It isn't business as usual.

The world has changed

Virtual coaching is required to keep motivation high and reps engaged

Reps are convinced that no one is buying –
The result: activity is down.

Credibility and trust is critical to get in the door.
“Show me that you know me.”

72%

sales leaders say their reps lack ability to connect solutions to business issues.

Crowded markets.
The fight for capital.
Ineffective communication.

PROBLEM

The new normal

A close-up, artistic photograph of a silver and blue fountain pen resting on a financial chart. The chart features a line graph with blue and red lines, and a bar chart with black bars. A magnifying glass is positioned over the right side of the chart, focusing on the line graph. The overall image has a blue tint and a semi-transparent dark blue overlay.



Leadership



Ten Critical Leadership Skills in a Time of Crisis

| | |
|---|--|
| <u>EMPATHY</u> Show situational empathy, be humble, put yourself in the shoes of the receiver of actions and messages. | <u>EMPOWERMENT</u> Empower your team members while you remain accountable. |
| <u>TRUTHFULNESS</u> Be humble, transparent and admit what you know and what you don't know at any given time. | <u>AGILITY</u> Display agile leadership through collaborative, multi-functional teams, daily/weekly sprints and a fail-recover-fast mindset. |
| <u>CLARITY</u> Be clear, succinct and brief about your plan, objectives and timeline. | <u>COMMUNICATION</u> Display frequent, clear, succinct, repetitive communication using multiple channels and levels in the organization |
| <u>PRIORITIZATION</u> Always be prioritizing. Focus on the critical three actions or projects that have the most significant impact | <u>EXECUTION</u> Always be executing. Execute for the the near-term with long-term scenarios in mind |
| <u>RISK MITIGATION</u> Continuously list and prioritize your risks Be agile in balance risk tolerance. | <u>COST MANAGEMENT</u> Always understand the short- and long-term cost and financial model implications of decisions |

ALWAYS MENTOR AND COACH THESE SKILLS

What can Sales Leaders do to support their teams?

1

Set Clear
Expectations

2

Revisit Top
Priorities

3

Enable Remote
Productivity

4

Foster
Resilience

5

Daily
Behaviours

When The Going Gets Tough...

Bottom 10% sales person



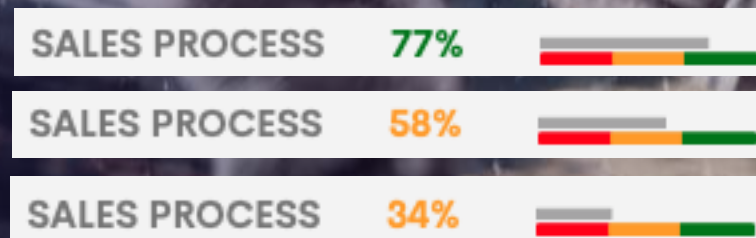
Average sales person



Top 10% sales performer



Top 10%
Average
Bottom 10%



Source: Objective Management Group
Finding Statistics

Avoid The Pitfalls...





Recovery



RECOVERY EXECUTION

| | | | | |
|-------------------------|--|--|---|---|
| FINANCE | Re-evaluate financing and liquidity | Re-assess investment strategy and asset allocations | Pursue M&A and alliance options | Evaluate partnerships, shared services and outsourcing options |
| HR | Assess current & required capabilities against future plans. | Accelerate the move towards an analytics and digital HR function | Create organizational fitness and structure program | Implement an agile, digital employee, leadership and organizational model |
| SALES | Improve customer retention & targeted prospect programs | Implement targeted pricing and T&C programs | Re-evaluate sales channels and sales methodologies | Build a technology- and analytics-driven growth sales model |
| MARKETING | Re-assess budget by channels & segments | Accelerate digital marketing programs | Optimization of channels through automation | Build a growth-profit oriented marketing strategy |
| CUSTOMER SERVICE | Re-evaluate customer service channels | Accelerate process automation projects | Build an analytics and AI capability | Re-define customer service in a “digital twin” world. |
| TECHNOLOGY | Build continuous cost-optimization program | Re-position digital strategy for acceleration | Scale data science and AI capabilities | Design for cloud, data and AI/ML “to the edge” |
| PRODUCT | Development of new product & services | Accelerate digitalization of products & services | Increase and manage product innovation | Execute a digital twin product and service model |
| SUPPLY CHAIN | Reassess investment and capacity utilization | Increase production and supply chain efficiencies | Accelerate digitalization and data-driven programs | Design for pandemic and circular economy trends. |

SHORT
TERM

IMPACT

LONG
TERM



Ask a Question or
Submit through Q&A



ValueSelling Associates™

Thank You!

Submit your suggestions for the next session.

Download our free eBook :

[Mastering Sales Performance with Sales Coaching](#)

Jens Lind-Winther, Managing Partner

jens@valueselling.com

+45 3112 2001

linkedin.com/in/jwinther

Tony Cascio, Managing Partner

tony.cascio@valueselling.com

+ 647 464-1562

linkedin.com/in/tony-cascio

