THE FIVE KEY SALES TRENDS POST-COVID19

Presented by Troy Harrison, The Sales Navigator www.TroyHarrison.com

1

- 1. Motivation the Recognition of a Need
- 2. Investigation Define the need and what fills it
- 3. Evaluation Does it represent good value?
- 4. Decision To buy or not buy

THE CUSTOMER'S BUYING PROCESS

YOUR SALES
PROCESS
SHOULD BE
CUSTOMER
CENTRIC.

A SALE HAPPENS WHEN: NEED,

4

SOLUTION, AND TIMING

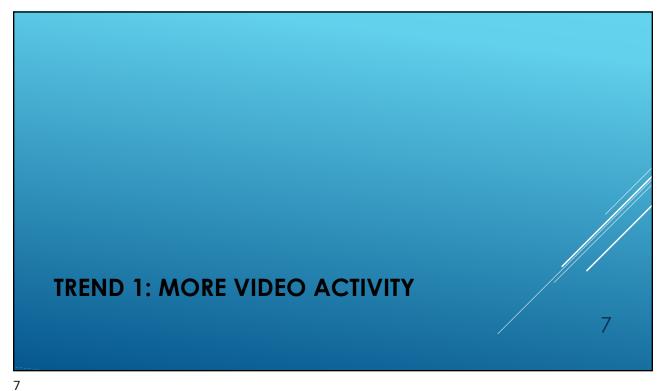
ALL INTERSECT.

Everyone's timing got messed up
Needs may have changed
Your Solution may have changed
The way you can communicate has probably changed
The buying PROCESS has NOT changed!

HOW DOES COVID-19 AFFECT THE PROCESS?

More Video Activity
More Efficient Sales Calls
CRM is MANDATORY (it really already was)
The End of the Good Time Charlie
Agility
5 SALES TRENDS FROM COVID-19

6



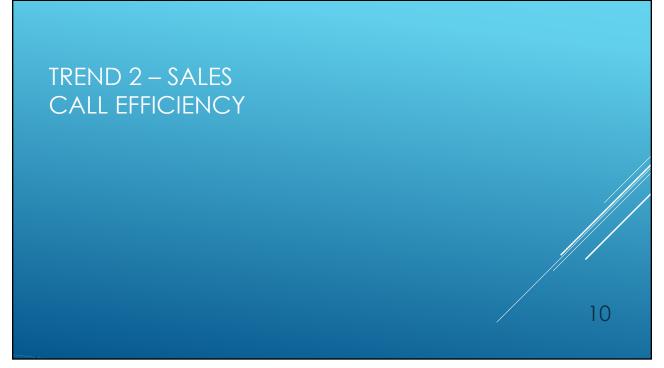
Email/Text: 1 Dimension
 Phone/Voice: 2 Dimension
 Face to Face: 3 Dimension
 Video is "in between" – think 2 ½ dimensions

DIMENSIONS OF CONTACT
8

New familiarity with Video calls
Some won't want to see salespeople as much
Work to UPGRADE phone call customers and you may gain!

WHY WILL VIDEO INCREASE?

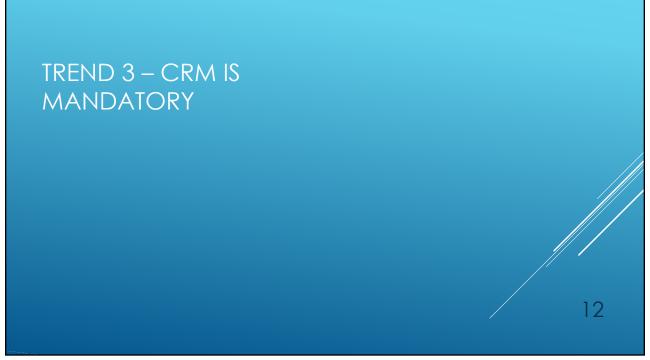
9



Sales calls compress via phone or video
30 minutes of video/phone – 1 hour face to face
Greater business focus
Plan 5-10 GREAT questions, drill down stronger.
Consider what visual aids you can use over a screen.

BUILDING EFFICIENCY
11

11



- Customer information is more critical now
- > So is communication
- > CRM is your hub
- ▶ If you have nothing Hubspot.com
- ► Get all your salespeople using whatever you have
- ➤ Mobile apps help

IF YOU DON'T HAVE CRM BY NOW...

13

TREND 4 – THE END OF THE GOOD TIME CHARLIE

14

- ▶ Fewer lunches/drinks/ball games
- ▶ Can't hand out donuts over a screen
- Nobody will do a video call to talk football
- ▶ The conversations must be sales/business oriented

CHARLIE MUST UPDATE

15

TREND 5 – AGILITY

16

- Your ability to adapt and pivot is key
- ▶ Be able to be agile both during a call and strategically
- > Your customers will tell you what they want from you and when they want it.

PIVOT!

17

