



Sales Survival Strategies Amidst COVID-19

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A photograph of a yellow door set in a dark wood wall. The door has a classic six-panel design and is framed by a yellow border. To the right of the door, a small lantern with a glowing light is mounted on the wall. The scene is captured in a slightly dim, atmospheric light. A semi-transparent black horizontal band is overlaid across the middle of the image, containing the word "welcome" in white lowercase letters.

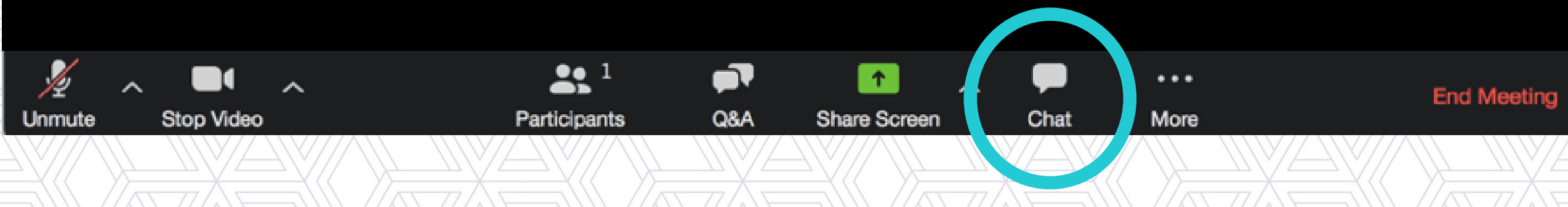
welcome

Ask questions of the presenters and moderators using the Q&A feature.



Engage with all participants using the chat feature.

When the chat window pops open, it may default as sending only to “panelists” or “host.” To chat with everyone, toggle the drop-down to “All attendees + panelists.”





introductions



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Aaron Wolowiec

he, him, his

Learning/Meetings Strategist

Certified Facilitator/Mentor Trainer

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Lindsay Gross

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Director, Facilitation Services

Certified ToP Facilitator

Mentor Trainer

A close-up photograph of a hand with the index finger pointing directly at the viewer. The background is dark and filled with out-of-focus, colorful bokeh lights in shades of yellow, white, and blue. A semi-transparent dark horizontal band is overlaid across the middle of the image, containing the text.

your turn

Introductions

In the chat box, share the following as a single post:

- Name
- Role (formal or informal)
- Organization (no acronyms, please!)
- What is your biggest COVID-19 operational or sales challenge

Reminder! Check the chat box “To:” section and toggle it so that it sends your chat to “all attendees + panelists.”



housekeeping

Housekeeping


- We are recording today's webinar (1 – 2 p.m. ET)
- Don't worry, we can't see or hear you!
- We'll be sharing our resources with you (e.g., PPT, links)
- You're welcome to take screenshots
- Subscribe to our newsletter: **eventgarde.com/subscribe**
- Follow us on social media: **Event Garde**

A stack of books is shown in a shallow depth of field. A dark pen with a silver clip is resting on the top book. The background is blurred, showing a desk and a computer monitor. The word "agenda" is written in a large, white, lowercase sans-serif font across the center of the image.

agenda

Agenda

- How is COVID-19 impacting sales
- Sales 101
- Adapting your approach
- Building solutions
- Event cancellations
- New revenue streams
- Customer retention
- Leading your sales team
- Q&A

A person's hands are shown holding a glowing, textured sphere that resembles the moon. The sphere is the central focus, emitting a soft white light. The person's hands are positioned on either side of the sphere, with fingers slightly curled. The background is dark, with out-of-focus warm lights creating a bokeh effect. The text "When will this end?" is centered over the sphere in a bold, black, sans-serif font.

**When will
this end?**

How COVID-19 is impacting your sales

- The future is now
- Disruption in business
- Everyone is feeling the pain
- Effects differ by industry, geography



How COVID-19 is impacting your sales

- Working remotely
 - Your virtual workspace and tools
- Reaching customers
 - Layoffs
 - Too busy (healthcare, IT)
- No face-to-face meetings



How COVID-19 is impacting your sales



- Cancelled events
- Travel restrictions
- Fear of spending



Keep
Selling

Sales 101 – Back to basics

- Remember the role of a salesperson
 - Create value
 - Collaborate
 - Partner
 - Identify customer needs
 - Be a consultant



“Selling is really about having conversations with people and helping improve their company or their life. If you look at it like that, selling is a very admirable thing to do.”

- Lori Richardson, Sales Guru

Adapting your sales approach



- Expand your communication channels
 - Email
 - Video conferencing
 - Social Media
 - Check-in voice mail messages

Adapting your sales approach

- Be empathetic
- Listen
- Ask questions
- Be humble
- Be honest
- Communicate often
- Offer resources



Adapting your sales approach

- Research and prepare
 - Research the industry
 - What are your competitors doing
 - What are their competitors doing
 - Read your emails
 - Scan social media regularly

The background features a light blue gradient with a pattern of interlocking puzzle pieces. A large, semi-transparent blue word "SOLUTION" is oriented diagonally across the scene. A dark grey horizontal band is positioned across the middle, containing the word "solutions" in white lowercase letters.

solutions

Building solutions

- Be flexible
- Look for win-win solutions
- Involve your customers in the solution
- Survey customers for ideas/feedback



Event cancellations

- Communicate details of cancellation
 - Is it cancelled, postponed or taking a differing format
- Handling refunds
- Finding alternative value
 - Virtual events, advertising, participation on a panel
- Shift funds to next year



New revenue streams

- Online events
 - Training/education
- Virtual demo days
- Online trade show with appointment scheduling
- New types of customers/sponsors
 - Look at the industries thriving (e.g., tech companies)
- Online member communities
- Website advertising/mobile apps

retention

Customer retention

- Protect what you have
- Stay engaged
- Recognize loyal sponsors/customers
- Highlight sponsors doing good
- Make a lasting impression



SUCCESS

A stylized tree diagram with a black trunk and branches. The trunk is the word 'PLAN' in a dark red, textured font. The branches extend outwards and upwards, each bearing a different business-related term in various colors and textures. At the very top of the tree, the word 'SUCCESS' is written in a large, blue, textured font. The background is a light gray gradient.

INNOVATION

VENTURE

CUSTOMER

BUSINESS

SALES

TEAMWORK

MARKETING

PERFORMANCE

TEAM

PLAN

SUPPORT

COMPETITION

OPPORTUNITIES

STRATEGY

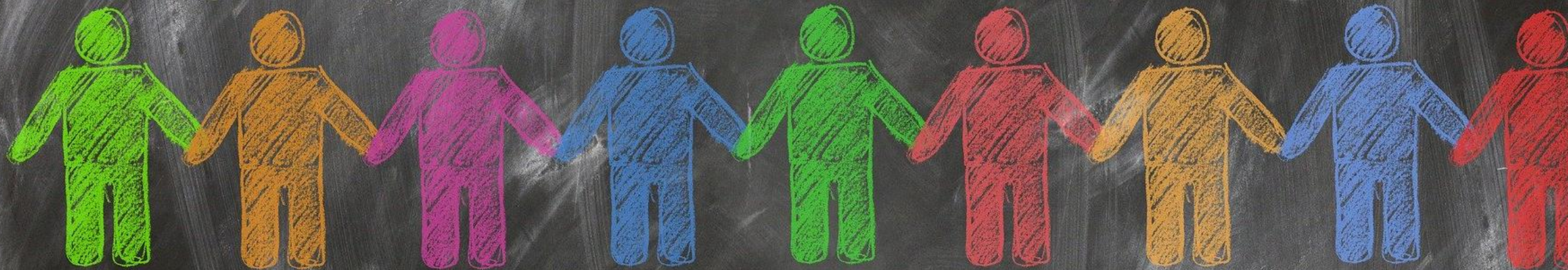
IDEAS

GOALS

Motivating & managing sales teams

- Recognize there will be losses
- Adjust expectations and goals
- Check-in often and offer to help
- Team up on sales calls
- Empower your sales team

TOGETHER





q & a



w r a p u p

Digital Resources

eventgarde.com/news

- Virtual Meeting Success Guide
- Telework Considerations Sample Checklist
- 25 Teambuilding Activities for a Remote Workforce
- Event Cancellation & Rebooking Sample Checklist



**Download our free
COVID-19 guides &
checklists.**



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To Post or Not To Post: How to Modify Your Social Media Strategy Amidst COVID-19

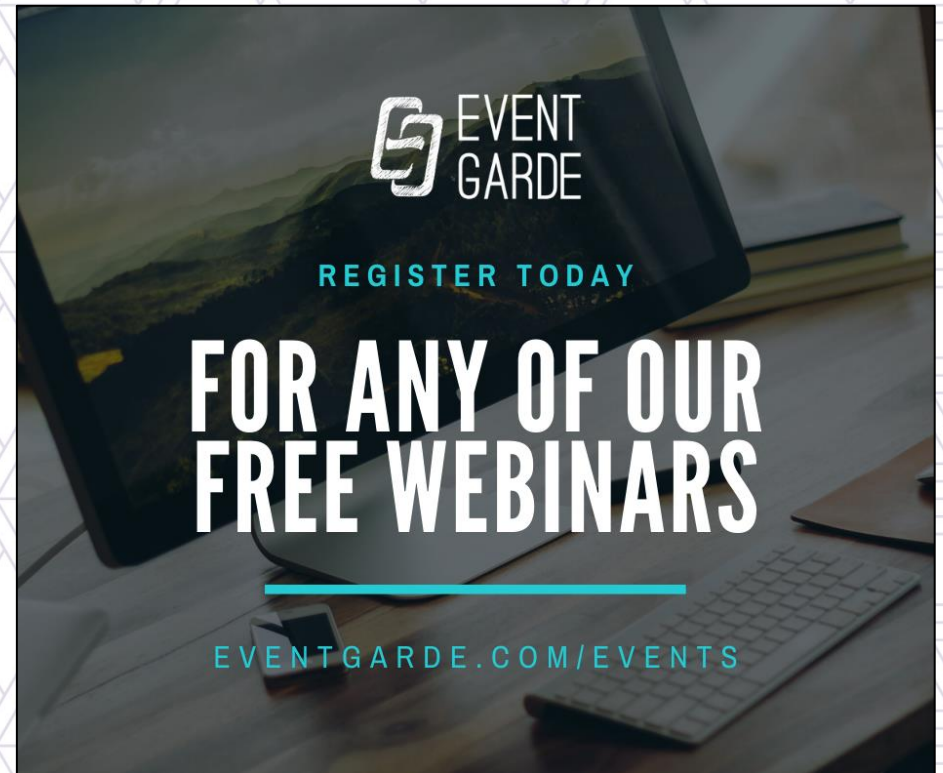
April 15, 1 p.m. ET

Teambuilding Activities for a Remote Workforce

April 16, 1 p.m. ET

HBA Live! Wellness Check

April 17, 1 p.m. ET





thank you



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