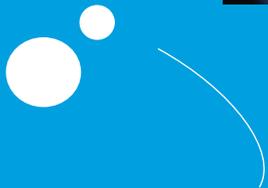


The 'stay at home' sales team

What are we going to do now we've all been sent home?



The company 'work at home' policy is in place, PC set up, web meeting technology set up. Now what? If we are in a sales role, how can we adapt over the next few weeks working from home?

Many parents will be up in arms right now wondering how to adapt to the school closures. Many businesses have implemented 'work from home' policies, making visits to customers impossible. Here then are some alternative productive ideas for sales teams to work on if you are 'stuck indoors.'



Master virtual meetings

Web meetings may be very new for some. They look to be the reality for some time to come. Take time to practice with friends / family / colleagues to learn the technology, equipment set up and specifics of on-line meetings. Then customer meetings will be all the more fluid.



Help your customers

None of us really know how the next few months will unfold. None of us really know what help our customers will need. So, stay close to your customers. Offer them help. Maybe **the best way to sell is not to sell** at present.

What do they REALLY need? An on-line workshop? An emergency business resilience plan? Help with logistics, staffing, technology?

Customer's won't forget how we responded in this present crisis – for better or worse!



| Update CRM

Remember all those “I don’t have enough time to update CRM!” moments? Well now we all have a bit more time!

Run a competition for the ‘most improved CRM database’. Get the team to work remotely for a morning to update CRM. Then, award a prize to the winner.



Emergency Key Account Plans

Remember when making key account plans was a 'nice to have'? Now, more than ever we need to be close to our key customers. Pay very close attention to the macro-environment of your key accounts. What will be the impact for these customers from the current pandemic? How will the plan need to evolve to support your key accounts?



Write testimonials, blogs etc.

Remember nagging the team to produce these? Use any quiet time to write draft customer testimonials now. Be ready to sensitively put them forward to your customer when some normality returns. Timing is everything!

Again, if you do have more time on your hands, organise a team blog writing block for a morning. Share the results at lunchtime and then blast them across to marketing to drip feed in the future.



Build your competitive database

Try putting the sales team in pairs and allocating one competitor to each pair. Let them do the research on-line to dig deeply into competitor strengths and weaknesses. Collate and share.



Practice manoeuvres away from the heat of battle

If more time becomes available by working from home, then self-education or group education in the craft of selling could be a good option. Our sister business [kojoacademy.com](http://www.kojoacademy.com) has an excellent on-line resource for sales leaders. Go to <http://www.kojopro.com>.

We can also build customised, client-specific training programmes, delivered completely using on-line methods.



Do some DIY on your sales organisation

Spring / summer could be a good moment to reflect on your sales organisation and how it can be improved. Some of you may aware that we have an on-line Sales Excellence Diagnostic that covers 106 areas of best practice in sales organisations:

<https://sellinginteractions.com/services/diagnosis/sales-excellence-diagnostic/>

We can run kick-off meetings, survey completion and discussion of the report entirely by remote means.

Contact anderson.hirst@sellinginteractions.com for more info.

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