CHECKLIST

Refocus, Readjust, Retool: How to Restart Your Sales Engine

It's difficult to look beyond what's immediately needed to survive the COVID-19 pandemic and the economic downturn. But the situation will eventually improve, and companies need to prepare for a new reality and different ways of operating.

Sales teams play a critical role in enabling companies to not only survive but to grow. During these uncertain times, the capacity to adapt is essential. Here's how sales organizations can readjust, retool, and refocus to ensure they're positioned for success.

How do I reignite my sales engine?

Turning the sales engine back on starts with understanding changes to buyer demands and the buyer journey. Check in with clients and listen to what they need. Assess what those changes mean for your ideal buyer profile. This will help ensure that you've correctly identified the problems that you're solving for and your products/services are aligned with buyers' needs.

How do I stay top-of-mind among my clients?

Be proactive in providing useful insights and value. For instance, hosting a webinar for your clients to discuss challenges, share ideas, and compare notes offers immense value to your clients and increases goodwill toward your company's brand.

If a deal is placed on hold, continue to reach out to the client, share information, and maintain the relationship. When the client is ready to resume buying, your company will be top of mind.

What will field and inside sales look like moving forward?

Before the pandemic struck, the demand for salespeople who could engage and close deals digitally was already outpacing the demand for field salespeople who typically broker in-person deals. This trend will accelerate as companies seek to adapt their sales efforts to digital environments. Field salespeople will need to become inside sales representatives.

Key Insights

Position yourself for future success

Collaborate with marketing on activities such as account prioritization, planning, and lead generation.

Be open to change

A nimble mindset will be essential for adapting rapidly as the situation evolves.

Evaluate for opportunity

Assess existing gaps in technology, resources, and staff to help sales teams be more effective and efficient.

Manage a virtual environment

Schedule regular video calls with colleagues and share insights on topics and tips as if they were in the office.

Stay in touch

Reach out to customers, acknowledge their situation and offer valuable insights.

Think outside the box

Point sellers to different segments that are experiencing a surge in this environment.

Be flexible

Don't be afraid to completely change sales connectivity points to mirror new needs or opportunities in the sales acquisition lifecycle.

What do I replace traditional sales tools with?

The days of traditional breakfast seminars, lunch meetings, industry events, and other in-person gatherings are gone. Think in terms of virtual networking and selling. Be prepared to communicate with buyers through a variety of platforms and devices from video conferencing platforms to mobile apps, SMS, web, social, and voice. Also keep in mind that buyers may have different communication preferences. Data-driven insights will be critical to focus efforts where they will have the most impact.

What is needed to transition to digital-first selling?

In the shift to digitally enabled buying and selling, prospects will expect salespeople to add value beyond a website and self-service tools. Field salespeople will need training and coaching to adjust to a new way of selling; they will need to learn how to nurture leads, build relationships, and explain the functionality and value of their product/service virtually. A partner that specializes in virtual training and tools for optimizing the training process can quickly reduce the learning curve and help position a empowered sales team for future success.

Want to learn more?

Start reigniting your sales engine at ttec.com/customer-acquisition-services

Learn more

About TTEC:

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience technology and services company focused on the design, implementation and delivery of transformative customer experience for many of the world's most iconic and disruptive brands. TTEC Digital delivers outcome-based, human-centric, tech-enabled, insight-driven customer experience solutions. TTEC Engage operates customer acquisition, care, fraud prevention and detection, and content moderation services. These two offerings combined deliver flexible and extensible customer experience solutions at scale. Founded in 1982, with nearly 50K employees and offices on six continents across the globe, the company and its employees are proud to live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit **ttec.com**.