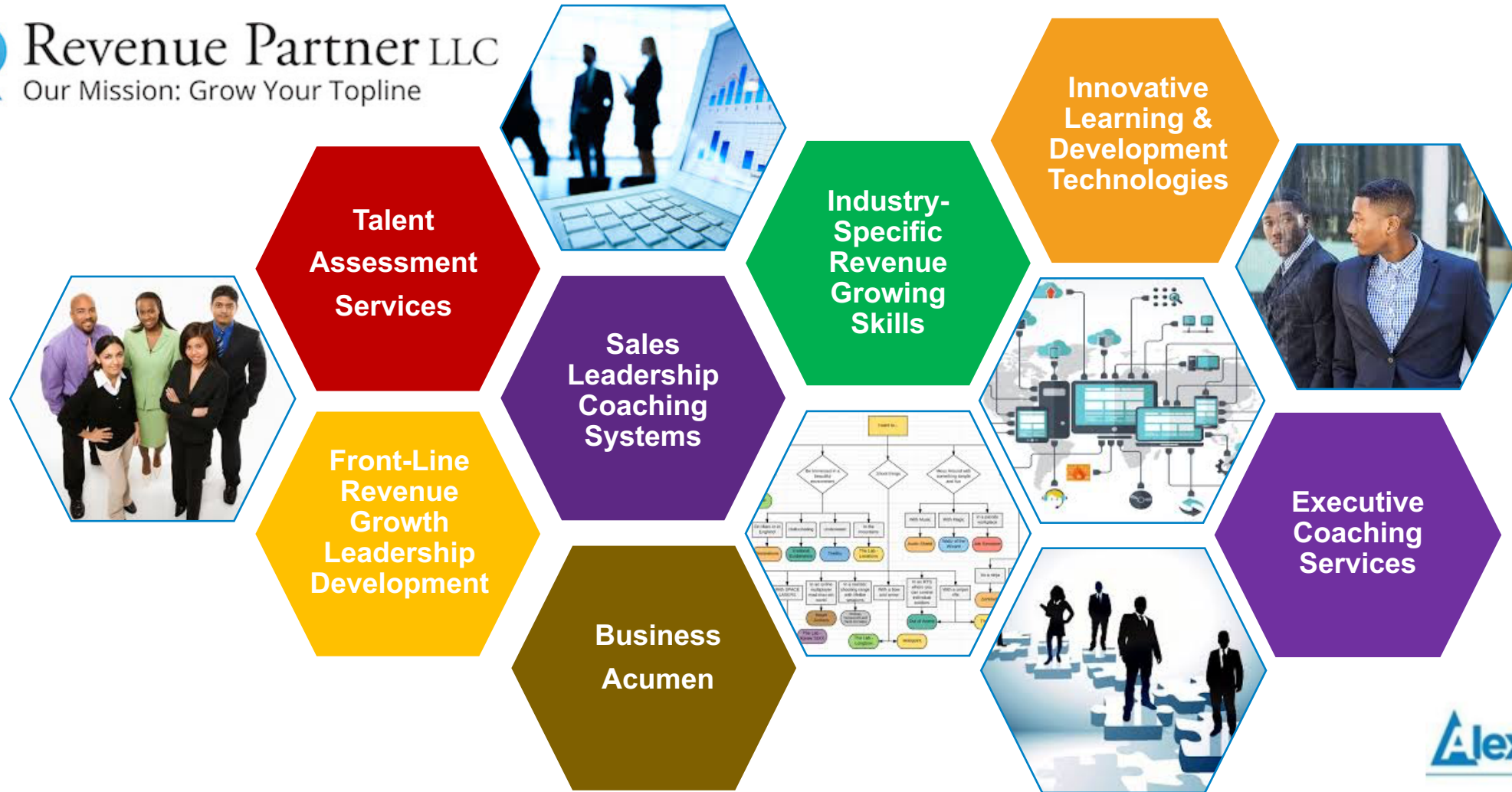




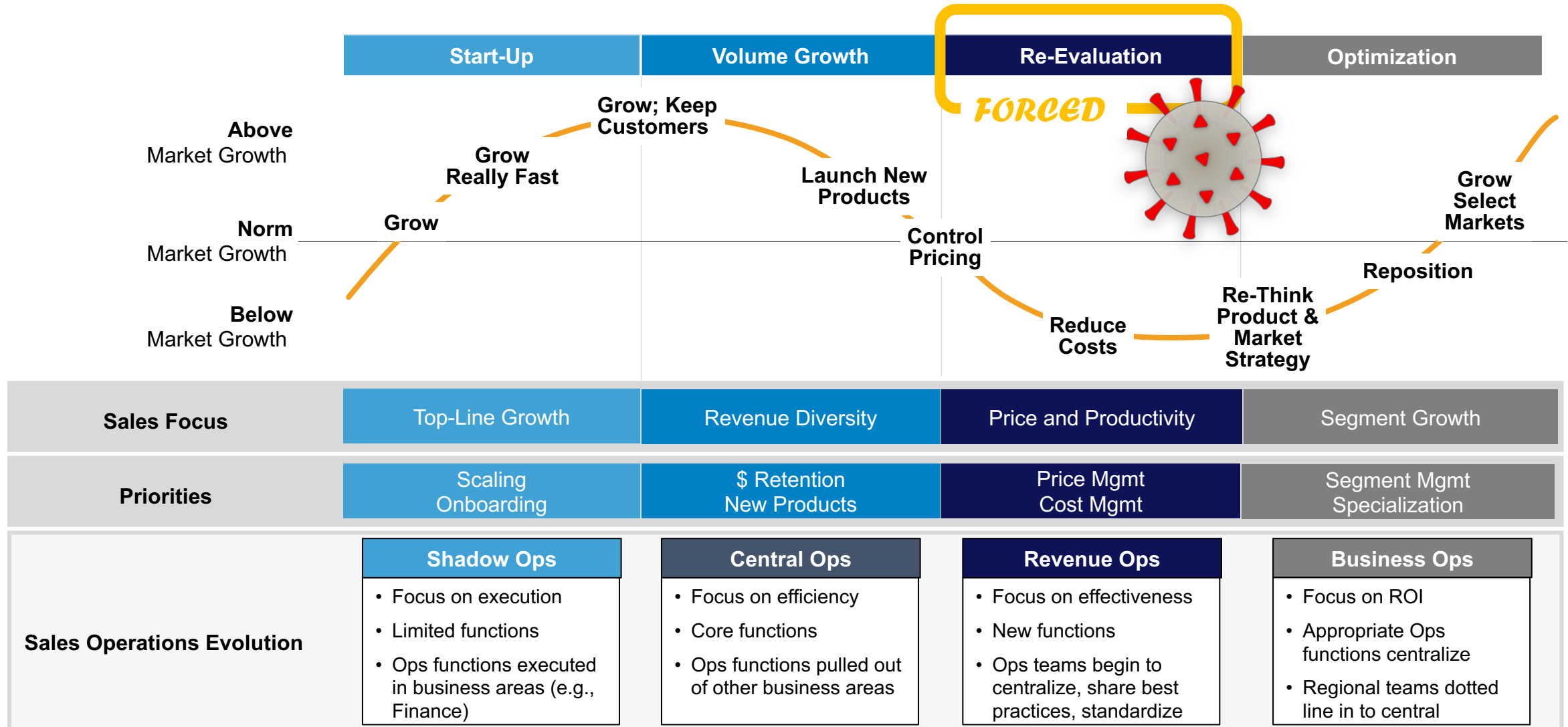
Growing Revenues Virtually

How the COVID-19 crisis will change the way we
lead and learn in a virtually restricted world.

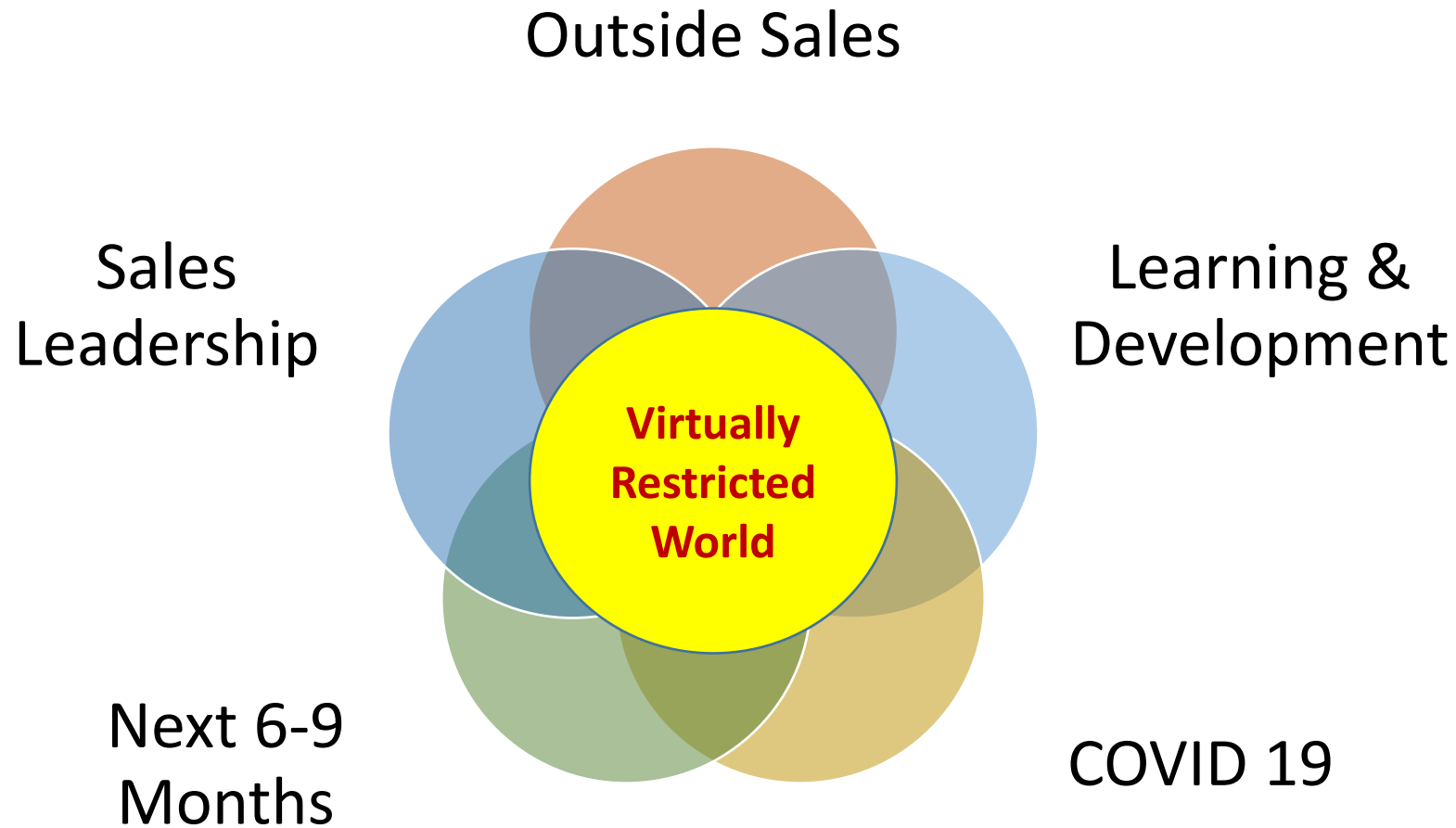
Who is Revenue Partner...



Evolution of Revenue Growth and Revenue Operations...



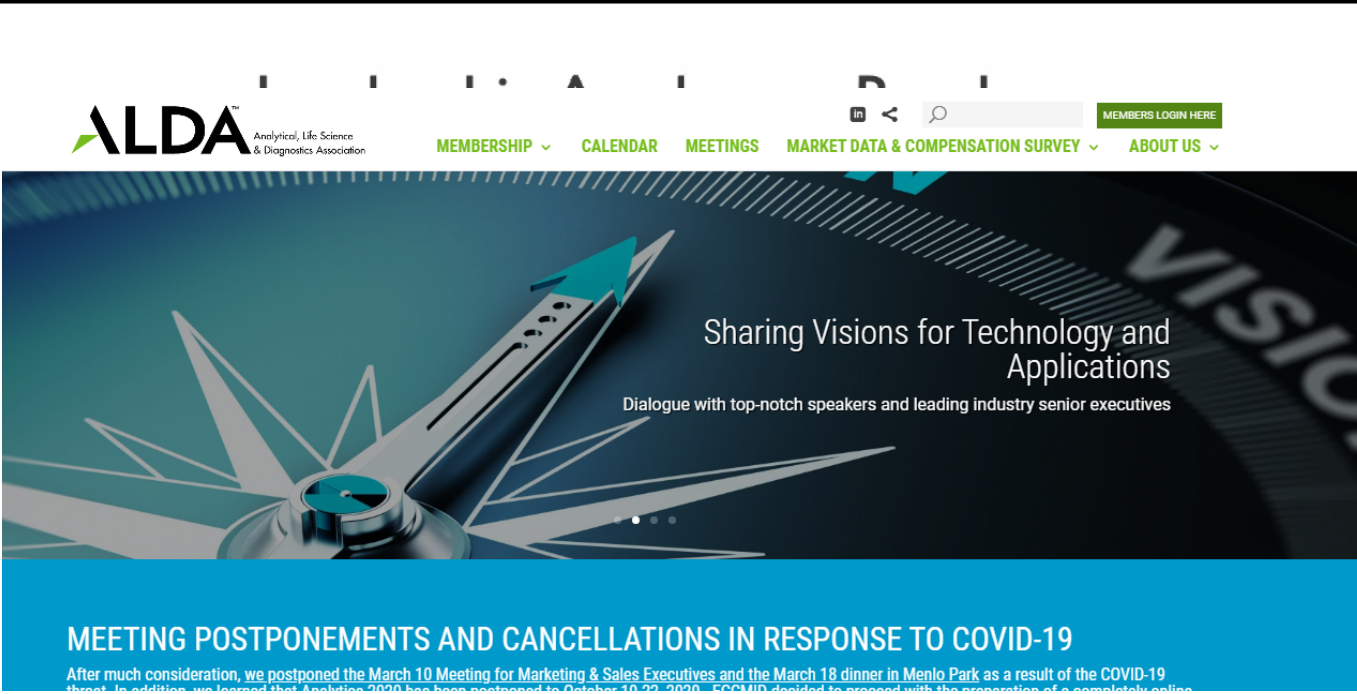
Scope of this discussion...



Welcome to “physical distancing” ...

You are viewing Stacey Simonett's screen View Options

Speaker View Exit Full Screen



ALDA Analytical, Life Science & Diagnostics Association

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Sharing Visions for Technology and Applications

Dialogue with top-notch speakers and leading industry senior executives

MEETING POSTPONEMENTS AND CANCELLATIONS IN RESPONSE TO COVID-19

After much consideration, we postponed the March 10 Meeting for Marketing & Sales Executives and the March 18 dinner in Menlo Park as a result of the COVID-19 threat. In addition, we learned that Analytics 2020 has been postponed to October 10-22, 2020. ESCMID decided to proceed with the presentation of a completely online

Person #1

Paul Rhoda

Person #2

Person #3

Person #4

Person #5

Mute Stop Video Invite Manage Participants Polls Share Chat Record End Meeting

I'm old enough to remember when...

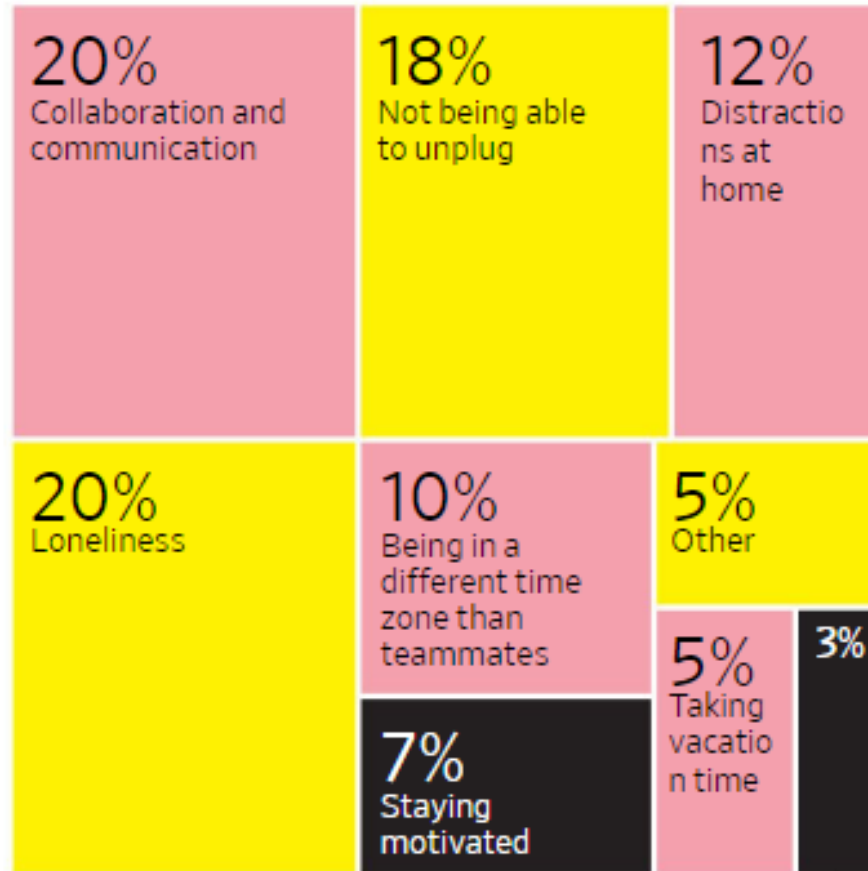


Time to revisit those Inside Selling Skills...



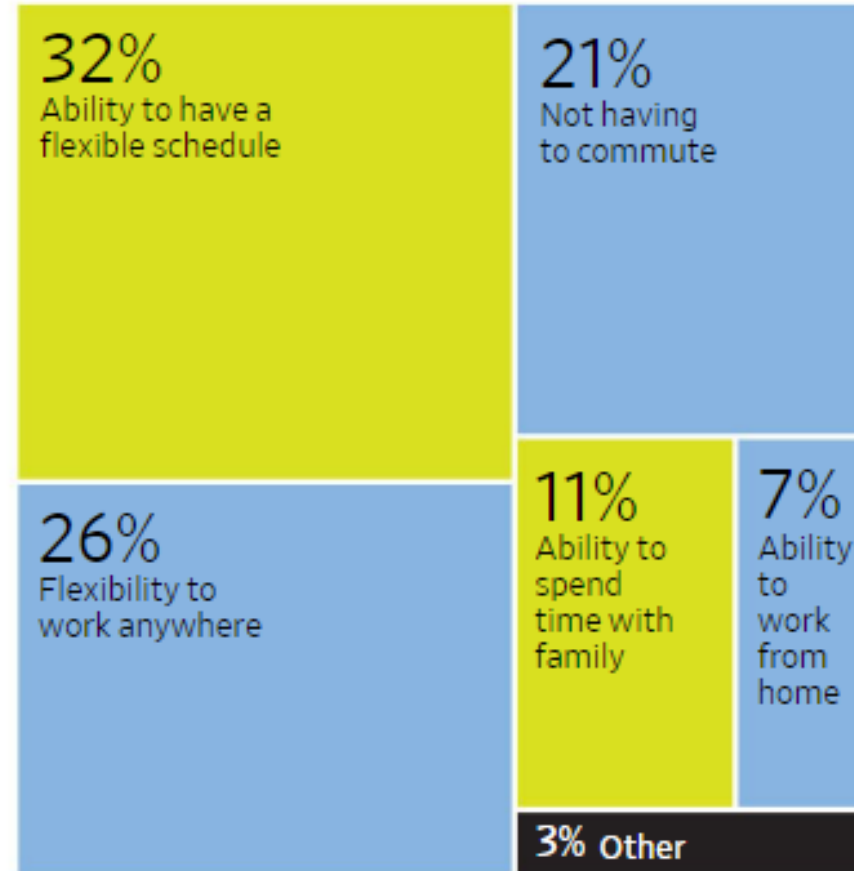
Working from home (struggles vs benefits)...

Biggest struggles



Finding reliable Wi-Fi

Biggest benefits



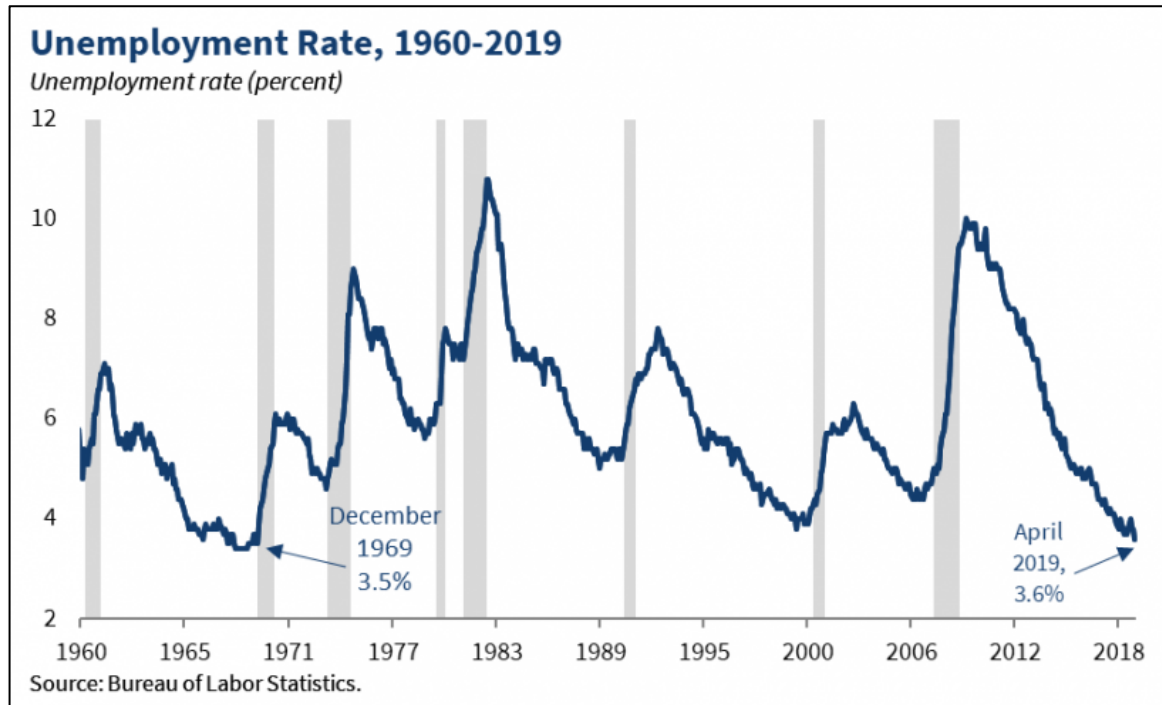
THE WALL STREET JOURNAL.

Source: Buffer.com, State of Remote Work report, 2020, based on a survey of 3,521 remote workers around the world

Working from home during COVID 19...

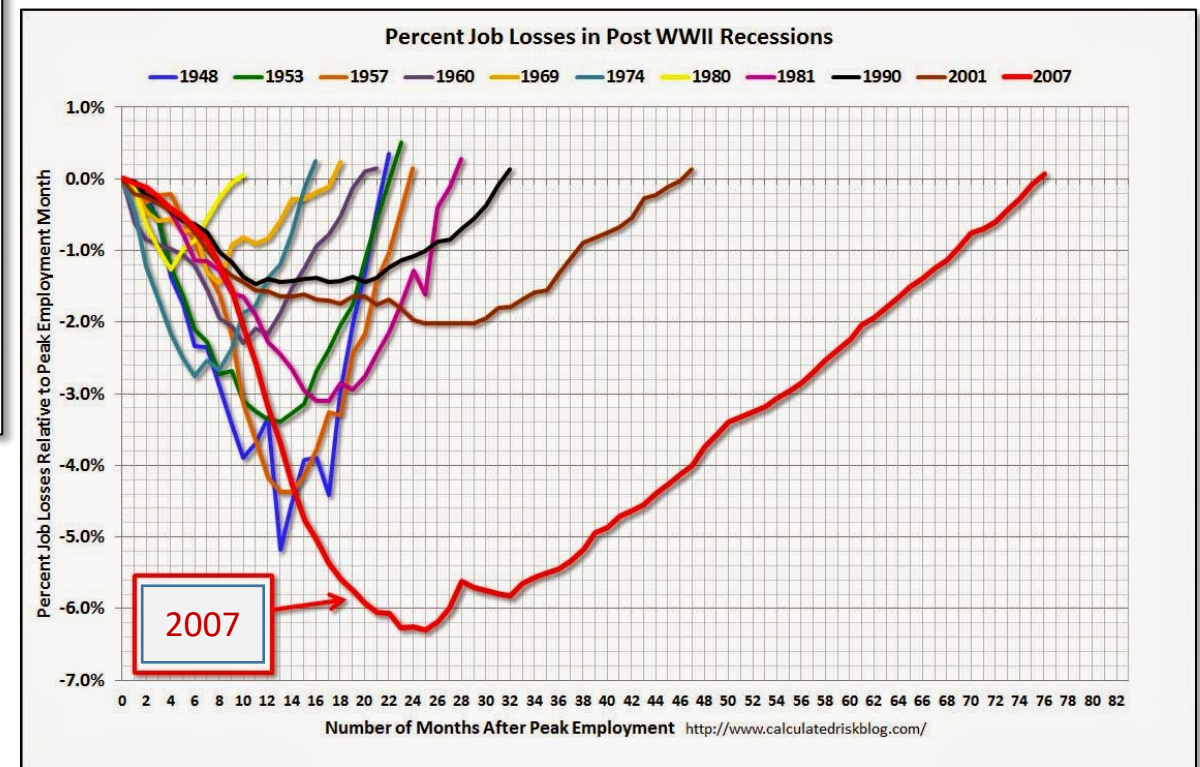


Recessions and Unemployment...



It's how fast it will rebound...

It isn't when it will rebound...



Leading/Learning in a Virtually Restricted World...

Before COVID 19

- 70% Outside, 30% Inside
- Empty House
- 70%, 20%, 10%
- CRM: Compliance Mindset
- Leadership Coaching (15%)
- LinkedIn Only
- Selling Skills

After COVID 19

- 100% Inside (for now)
- Busy House (for now)
- All Virtual
- CRM: Critical Tool
- Leadership Coaching (30+%)
- All Social Media
- + Marketing Skills

L&D Demands for the next 6-9 Months...

- Develop/Enhance Inside Selling Skills/Acumen
- Take Full Advantage of Social Media
- Become a CRM Super User
- Expand the Number of High Level Contacts/Relationships
- Improve Personal Brand Equity
- Become a Creative Virtual Meeting Presenter/Facilitator
- What would you add....

Predictive Competencies...

New Business Development

- Commits Time and Effort
- Effective Networking
- Qualifies Prospects
- Creates Opportunities
- Problem Solving
- Closes Business

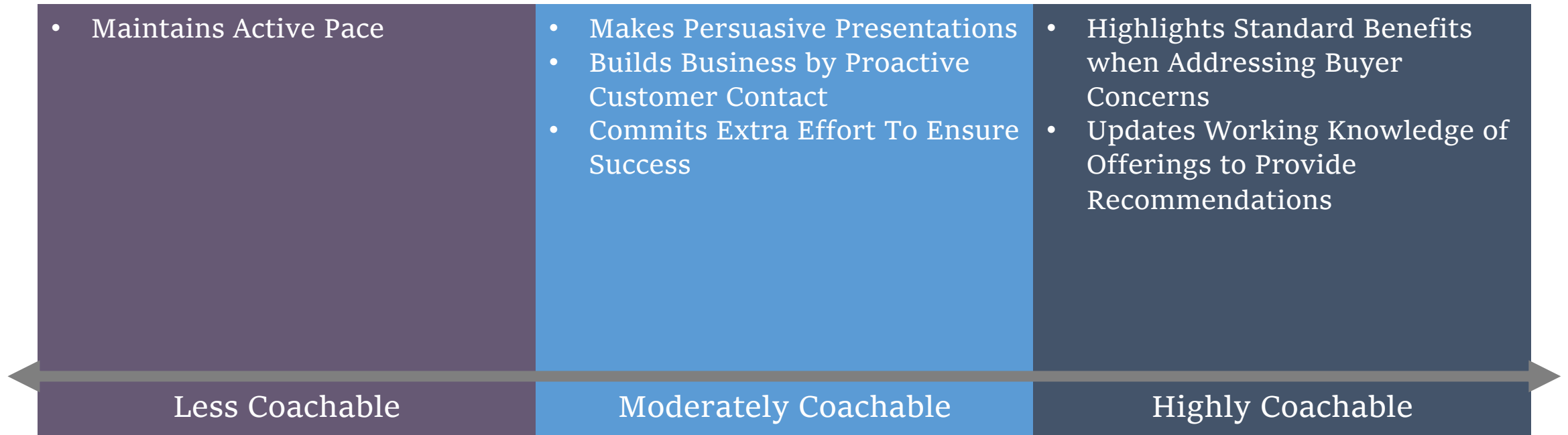
Outbound TeleSales

- Commits Time and Effort
- Builds Business by Proactive Customer Contact
- Highlights Benefits to Customer Concerns
- Persuasive Presentations
- Product & Application Knowledge
- Maintains Active Pace

Outbound TeleSales Competency Definitions...

PREDICTIVE COMPETENCIES	DEFINITIONS
Makes Persuasive Presentations	Excite the customer with an enthusiastic presentation style; demonstrate value to promote products
Builds Business by Proactive Customer Contact	Proactive in using a customer contact process to identify and follow through on opportunities for additional business
Maintains Active Pace	Work rapidly and efficiently in bursts of energy; don't slow pace until resources are exhausted
Highlights Standard Benefits when Addressing Buyer Concerns	Actively uncovers matters most important to the customer and proactively position how solution will alleviate concerns
Updates Working Knowledge of Offerings to Provide Recommendations	Update product and application knowledge to ensure continued placement of products within customer's business
Commits Extra Effort to Ensure Success	Invest extra time to achieve goals; set structured action plans and associate task completion with demonstrating value

Outbound TeleSales Competency Coachability...



Enhancing LinkedIn & Beyond...



L&D Demands for the next 6-9 Months...

- Develop/Enhance Inside Selling Skills/Acumen
- Take Full Advantage of Social Media
- Become a CRM Super User
- Expand the Number of High Level Contacts/Relationships
- Improve Personal Brand Equity
- Become a Creative Virtual Meeting Presenter/Facilitator
- Leverage Behavioral Economic Principles

Sales Leadership for the next 6-9 Months...

- Impact on Compensation
 - 72% expecting a 5-25% Reduction in Annual Revenues
 - 82% planning some type of seller pay adjustment
 - exploring incentive pay guarantees or quota adjustment
- Retaining (& Growing) Top Talent
 - 80/20 Rule, Emerging Talent & Enhancing the Vitality Curve
- Increasing Active Coaching from 15% to 30+%
 - Relationship Building, Penetration, Customer Intimacy & Problem Solving
- Retaining Critical Customer Relationships
 - Adding Value, Preventing Competitive Conquests, Creativity
- What are Your Priorities for the Next 6-9 Months?

What would you add...

Leadership

- | Active role in fostering relationships within the organization. One team with one goal.
- | Let me do my job. Too much hovering or demanding.
- |
- |
- |
- |

Learning & Development

- |
- |
- |
- |
- |
- |

Great Questions to ask during COVID 19...

- How has this pandemic changed the key metrics your customers are striving to improve this fiscal year?
- When comparing our solution to our competition, where are you most vulnerable?
- Who is our competition speaking to inside the account that you're not?
- What strategies could you implement now to help neutralize your adversaries?
- What are the two ways you can strengthen your advocates?
- Other than “price”, what is the decision criteria your customer is using to compare you against the competition?
- Whose decision criteria matters most and who can validate that for you?
- What potential barriers are you running into and what can be done to overcome them now?



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Keynote & Fireside Chat Interviews:

- Has COVID-19 Changed Traditional Sales Models Forever?
- How the 24x7 Customer Disrupted an Industry: Lessons From a Market Leader
- Revenue Operations Role in Sustaining 24x7 Customer Success

Think Tank Roundtables:

- 24x7 Implications & Ops-Driven Actions
- Unifying Sales, Mktg. & Service for Round the Clock Customer Success
- Mobilizing Inside Sales—A New Normal
- Operations Role in Accelerating Digital Change Today
- The New Metrics & Sales Compensation Reality
- Short- & Long-Term Talent Approaches & Solutions

For more details or to register, contact:
Annie Orchen | aorchen@alexandergroup.com

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Something to think about...

“Practice Physical Distancing not Emotional Distancing”

“Try to be scared without being scary.”

“Lead with common sense and leave a trail of compassion.”

“Everything we do now can help or hurt another person and vice versa; be aware and be vigilant.”