

Post-Covid MUSTS

in Recalibrating
your sales structure
and processes

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COVID-19 HAS CHANGED THE WORLD

- speaking from experience -

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Speaking from experience, managing

- 3 Large co-operations with retailers
- 25+ Internal People in Sales
- 30 Shops
- 250 Sales Agents
- More than 700 Call Center sales agents
- More than 3.000 sales per month in Digital Sales Channels
- More than 5.000 sales per month in Traditional Sales Channels

COVID-19 HAS CHANGED THE WORLD

COVID-19, has also changed sales

- Sent them **sky-high** if you are in the *Video Conference* business
- Moved them to the **best** if you are a *Supermarket* or working in *Telecoms*
- Moved them to the **worst** if you are depended on *sales via shops*
- Made them **suffer** if you are in the *gym* business or requiring *full contact* with customers

WHAT CHANGED due to COVID-19?

Customers



Little you can do about it, apart from understanding their change.

Sales People



They are **your** Sales People.
Ask them, understand and adapt.

Sales Processes



This is **YOU** and **YOUR Business**.
Ask yourself, understand and adapt.

Everything about sales has changed, and not just slightly!

Selling

vs.

Being *Sold to*

The relation between selling and being sold to...

Customers vs. Sales People

Customers decide what they want prior to engaging with a sales person.
This started before COVID but since then it has grown immensely.

Are sales people there only to facilitate deal closing processes and delivery?

Digital is penetrating B2B also.

Doesn't that make it clear for sales people that customers have changed?

We are facing a "remote buyer" trend increase!

The relation between selling and being sold to...

Customers vs. Sales Experience

Customers, **after** COVID, need to have fun and need to socialize!

Shopping is FUN, but only if you are offering a product and a shopping experience that are fun themselves.

Do you need to redesign the product or the shopping experience you offer?

Can you offer fun shopping?

Can you offer a social experience?

If not, can you (at least) optimize your sales process and delivery?

Isn't that the best alternative?

Do your sales people make the buying journey FUN?

The relation between selling and being sold to...

Customers vs. Sales Process

Customers make a lot of their decisions **before** engaging with your sales people. Customers prefer to engage with your “*remote selling*” process first.

Customers seek the advice and consent of the other stakeholders in making their decision. What colleagues, friends, family, or the home say is factored in the decision.

As a result sales people do NOT need to persuade the customers. Sales people basically need to **validate** the customer’s decision and close the process and delivery.

An immense opportunity to close **more sales** or **more complex** and **more profitable** deals has just presented itself.

Can you train your sales people to cross-sell and up-sell?

Can your sales close more complex & more profitable deals?

Isn't selling to an already convinced customer just like selling to an existing customer?

POST COVID-19 MUSTS

The Post COVID MUSTS (1)...

Digital Marketing, Lead Generation, ABTL Advertising and the Shopping Experience for physical sales is where the Sale Journey starts. SALES need to rely on your marketing & customer experience people more than ever before.

Refocus your Sales Process on Validating Customer Decisions, Gaining Trust, Selling More Profitable offerings.

Redefine customer needs & Approach.

Customer Segmentation and Performance measurements are key.

78%

of world-class sales use
Analytics to measure and
predict Sales Performance.

Korn Ferry Research, 2019 World-Class Sales Practices Study

The Post COVID MUSTS (2)...

Train your sales people on Handling Existing Customers, Understanding their Motivations, Managing the Trust already built through your Marketing and Lead Generation Processes for your brand and Guide customers to additional purchases.

Optimize the Shopping Experience and Delivery.

Ensure that the Sales People you employ are the “face of the brand” you always wanted.

Re-evaluate your sales people.

Put the right person at the right position.

Establish an On-Going sales training program.

90%

of world-class sales organizations embed ongoing development into their sales culture.

Korn Ferry Research, 2019 World-Class Sales Practices Study

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Thank You...

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