



B2B SALES

How to transition into the new normal and change the way B2B sales are working post covid

Author

Christoffer Hansen
ch@hanei.se



MOVING TOWARDS A DIGITAL WORLD

Companies will realize that there is no need for big office spaces because it is more likely that work will be done remotely once the pandemic is over. Instead of permanent office locations, meetings will occur in restaurants, community meeting spaces, or meeting rooms in coworking spaces.

We will also see a decline in travel; instead of sales reps going out in the field, they can communicate with their customers via video conference calls. Time spent on travel is saved and can be used for more customer interactions. Businesses will also become more environmentally aware and start purchasing locally. Essential travel will be close to none.

Sales have become a digital experience during the pandemic, and it is likely to stay that way once it is over. Virtual meetings, telephone calls, and webinars are the new routine, and in the future virtual reality, technologies can be a standard tool for presenting your product to the customer.

HOW ARE THINGS EVOLVING AND WHAT CAN YOU DO?

- 1 Field sales reps must learn how to use sales enablement tools and sell digitally
- 2 Customers will start purchasing products online without a sales rep being involved; sales teams will decrease in size
- 3 It is time to reach out to potential clients and cold sales leads – things might have changed for better or worse
- 4 Existing customers can be hesitant to purchase since the economy is uncertain
- 5 Business leaders should show the organization and clients empathy and build trust by asking clients, “What can we do for you in these times?”. Clients will stay or come back when they can.

So, what do these changes mean for companies? Leaders need to ask if the organization has the right skills to operate in the new landscape if they have the right sales manager to take them through the crisis and beyond and build trust and comradeship within the sales team.

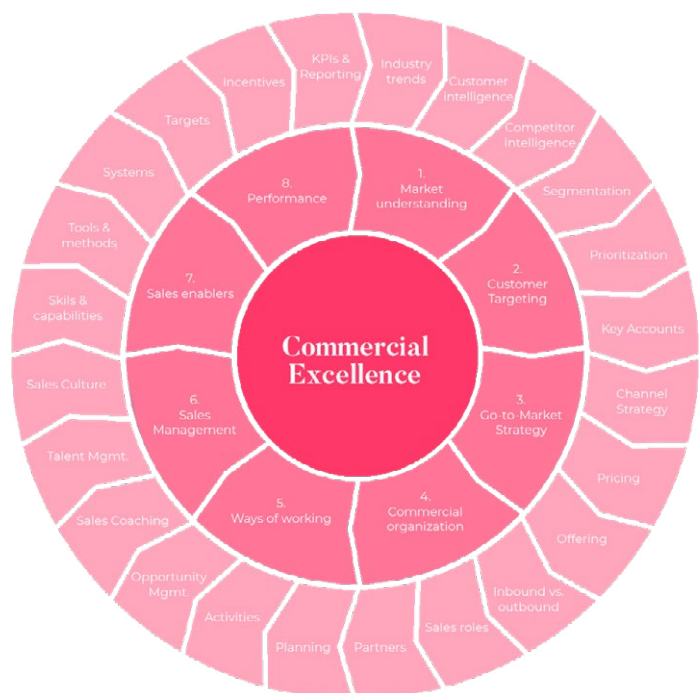
When companies understand that the way they work must change with how the times are evolving, they can continue to grow.

COMMERCIAL EXCELLENCE POST COVID

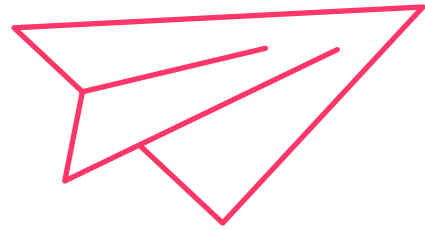
We have developed a new Sales Operating Model that will help companies transition into the new normal and change the way B2B sales are working post-covid-19.

- 1 **Market understanding** – how has the market moved, and what do the competitors do?
- 2 **Customer Targeting** – how do you target your customers and prospects?
- 3 **Go-to-Market Strategy** – is your go-to-market strategy adopted to the new normal?
- 4 **Commercial organization** – do you have the right commercial organization?
- 5 **Ways of working** – the ways of working have changed as an effect of covid-19.
- 6 **Sales Management** – do you have the right capabilities to manage a sales team digitally?
- 7 **Sales enablers** – are you equipped with the right tools, systems, and methods to become effective and efficient?
- 8 **Performance** – do you have the right targets, incentives, and KPIs to drive sales digitally?
The right targets and incentives can have a positive impact on sales.

There is no quick-fix to get back on track post-covid-19. For some organizations, some of the areas above have not changed, for some, all have changed. Pinpoint a few where you will get the most value with the least complexity. The importance is to act because it will be a new normal and you cannot afford to wait.



If you want to learn more about our new sales model and how we can help your company transition into the new normal, feel free to reach out to us at Hanei Consulting Group.



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