

# driving sales performance in an economically depressed market



selling in a virtual world

Are your salespeople struggling to maintain productivity?

Is Covid being used as justification for diminished sales effort?

Is motivation waning in the face of seemingly impossible targets?

Sales managers are facing an unprecedented combination of interlinked challenges: an economically depressed market, demotivated salespeople who feel a loss of control over their ability to achieve target, both of which are exasperated by the constraints of remote working. The carefully constructed sales culture built by most managers is under threat: working from home makes it harder to observe sales behaviours, protect those who need help and support, and provide real-time guidance and advice.

What can be done? We propose a two-fold approach focusing on both support and strategy. Now more than ever salespeople require effective support systems and encouragement. In parallel, sales strategy demands both short-term focus to activate immediate remedial action in response to the current challenges, and longer term focus to leverage opportunities and accelerate performance as the economic pendulum swings in the direction of recovery and growth.

This series of 3, two-hour skillshots™ will help you:

- Understand the **impact** current circumstances are having on your teams and customers, and the effect this can have on securing business
- Identify the **sales traps** caused by the current market conditions, and how to avoid them
- Develop a clear set of **actions** required to **retain**, **grow** and **acquire** customers
- Become skilled at using virtual coaching to **provide encouragement** and **support**
- Conduct virtual performance management meetings designed to **realign** and **maximise** team members' **sales performance**

SKILLSHOT™ approach

Forty2's skillshots™ are intensive, focused, high energy, interactive, short-duration performance clinics, delivered using a proven virtual learning platform and methodology.

Skillshots™ balance theory, to provide context, with practical application to promote impact. They involve participants in a variety of work-related practical exercises, activities and role-plays, designed to build knowledge of the relevant principles and improve self-awareness.

Group size

8-10 participants

Leading salespeople remotely SKILLSHOT™ series

Driving Sales Performance

Developing and activating a strategy and culture, designed to retain, grow and acquire customers in an economically depressed market.

Sales coaching in a virtual environment

Nurturing sales performance using a proactive, individualised approach to coaching.

Performance management in a virtual environment

Realigning an individual's performance to pre-agreed expectations, whilst maintaining a positive relationship.

SKILLSHOTs™ for sales professionals:

- Building a Sustainable Pipeline
- Engaging Customers Virtually
- Asking the Right Questions
- Presenting a Differentiating Value Proposition
- Negotiating Virtually
- Building Partnerships with Procurement

What next?

For more information please contact:

Nick Anderson  
[na@4ty2.co.uk](mailto:na@4ty2.co.uk)

Nic Fallan  
[nf@4ty2.co.uk](mailto:nf@4ty2.co.uk)