

Times are tough for sales professionals, according to research recently conducted by Forty2. We interviewed business leaders across a range of market sectors, exploring the impact of Covid19 and the current working-from-home environment on Sales and Business Development. The findings suggest that, for many companies, markets have contracted, and clients are trimming the number of suppliers, reducing budgets and heavily scrutinising all sales decisions for the value they bring. All of this alongside the additional challenge of coming to terms with a new way of selling – **selling in a virtual world.**

Our research suggests that sales professionals are struggling to:

- Connect with prospects remotely
- Build rapport and engage contacts virtually
- Build a robust sales pipeline
- Drive the sales process to a successful conclusion
- Negotiate virtually

In addition, buyers highlight that, typically, salespeople are not:

- Diagnosing needs comprehensively
- Listening
- Demonstrating how they can add value
- Differentiating themselves from their competition

In an environment where salespeople are reticent to devote days to training, preferring to optimise selling time and maximise customer-facing interaction, and training budgets are limited, how can sales organisations tackle the challenges faced?

Forty2's **skillshot™** clinics provide the answer. Delivered using a proven virtual learning platform and methodology, Forty2's **skillshots™** are intensive, high energy, acutely focused performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals when dealing with the twin challenges of an economically depressed market and selling in a virtual world.

Why **SKILLSHOT™**?

- **Focused:** each **skillshot™** clinic focuses on one critical aspect of selling virtually in an economically depressed market
- **Relevant:** each **skillshot™** clinic replicates the conditions required when selling in a virtual world
- **Intensive:** clinics are 3 hours (maximum) in duration minimising time away from selling
- **Flexible:** **skillshot™** clinics can be run at breakfast to kick start the day, at lunch-time to re-energise sales people for the afternoon shift, at the end of the day making productive use of that dead time post 4.00 pm, or as part of sales meetings still leaving enough time to complete the rest of the agenda

What next?

Contact us by calling **08700 704242** or email: **info@4ty2.co.uk**

SKILLSHOT™ clinics – please click on the skillshot title for more information

Building a sustainable pipeline

Leveraging your reputation, networking in a virtual environment and adopting a strategic approach to build a sustainable pipeline.

Engaging customers virtually

Connecting with new contacts and building empathy and trust in a virtual world.

Asking the right questions

Utilising a consultative and collaborative approach to challenge the status quo and identify the customer's/prospect's latent needs.

Presenting a differentiating value proposition

Designing, developing and virtually delivering a business-winning case.

Negotiating virtually

Standing-up to, and counteracting, well trained, experienced negotiators.

Building partnerships with procurement

Working with procurement in a manner that ensures a mutually beneficial result, whilst maintaining an effective, on-going working relationship.

You may also be interested in Forty2's **Leading salespeople remotely** series of 3 **skillshots™**:

- Driving sales performance
- Sales coaching in a virtual environment
- Performance management in a virtual environment

Something different?

If you would benefit from a more integrated or customised approach, we would be happy to build a solution for you using our **Sales Health Check** methodology.