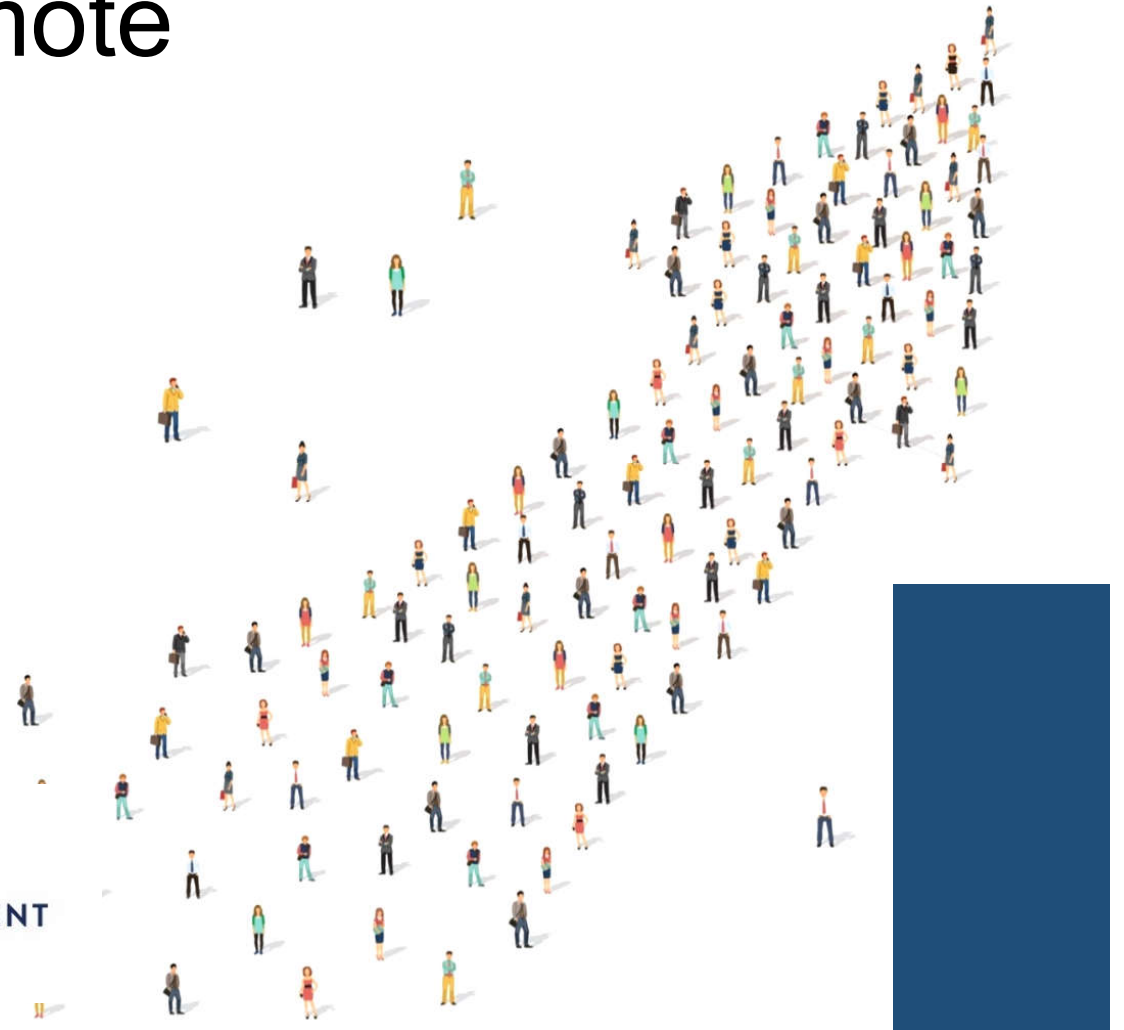


How to manage remote sales effectively

István Papp

18th June, 2020





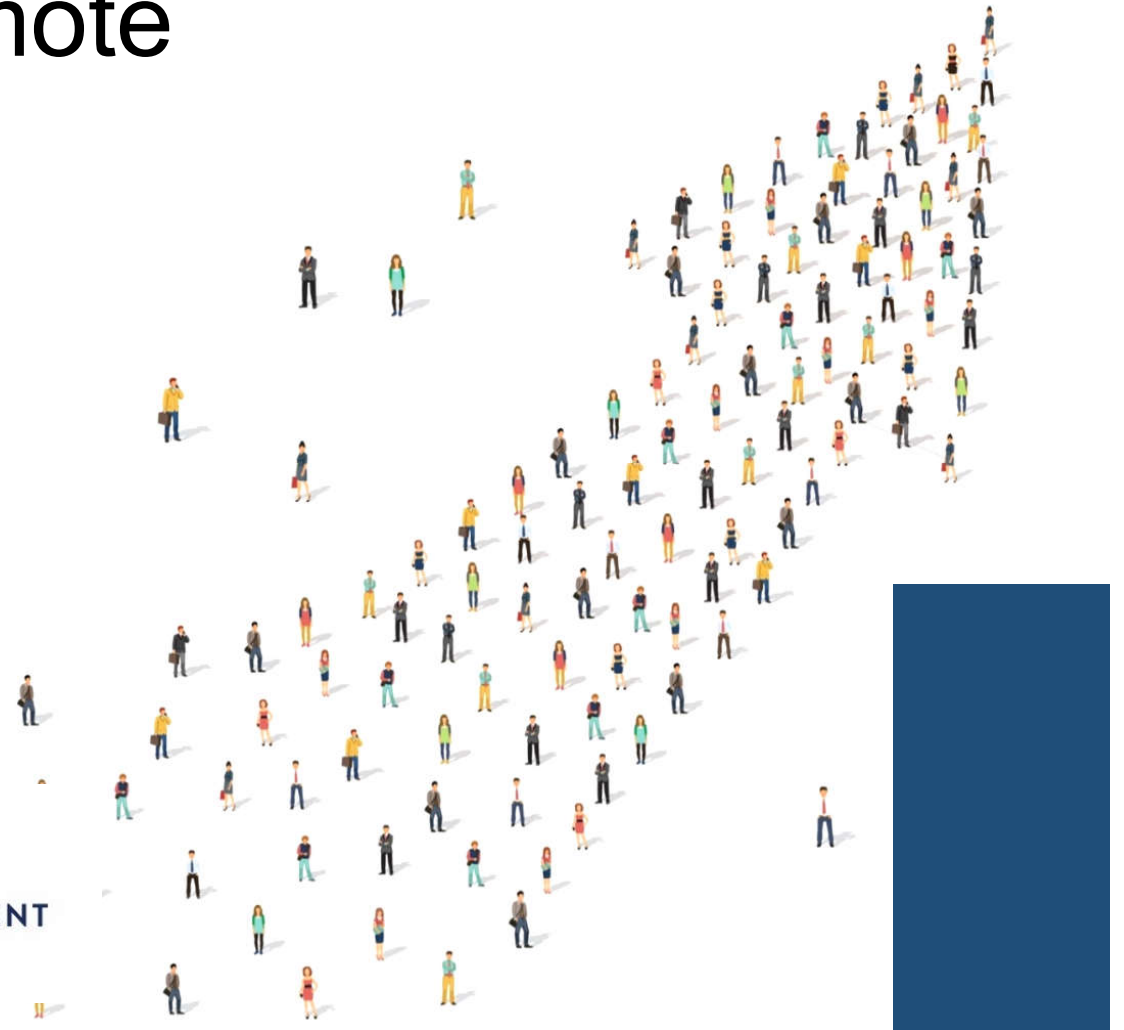
— Welcome!

- Your microphones and cameras are now muted
- Ask questions via chat during the webinar
- Moderated Q&A session at the end
- Your names / device names are visible to everyone
- For seeing the slides better you can minimize and move the participant window in the top right corner
- Quick survey at the end – We count on your feedback! 😊

How to manage remote sales effectively

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— What is *sales management* and why does it matter?



Sales Management is the **business discipline** that is focused on the **practical application of sales techniques and management** of a firm's sales operation.





— What do I mean by effectiveness?

They win the business on the *right terms (profit)* and in the *right timeframe*.

- Sales team activities
- Sales Cycle
- Sales lead and customer response time
- New customers
- Attrition
- Revenue Growth (and market share)
- Profitability





— Why managing remote sales is different?

▪ Missing the power of:

- Personal communication
- Team spirit
- Visibility
- Motivation



▪ Results in:

- Lack of trust
- Isolation
- Disengagement
- Performance issues



— 7 „Must Do’s” to keep the engine running

#1 Ensure proper onboarding

#2 Make quality pipeline reviews

#3 Your 1:1’s are the best coaching opps

#4 Make success as well as failures visible

#5 Focus on learnings

#6 Keep tracking the quality as well

#7 Communicate, communicate, communicate

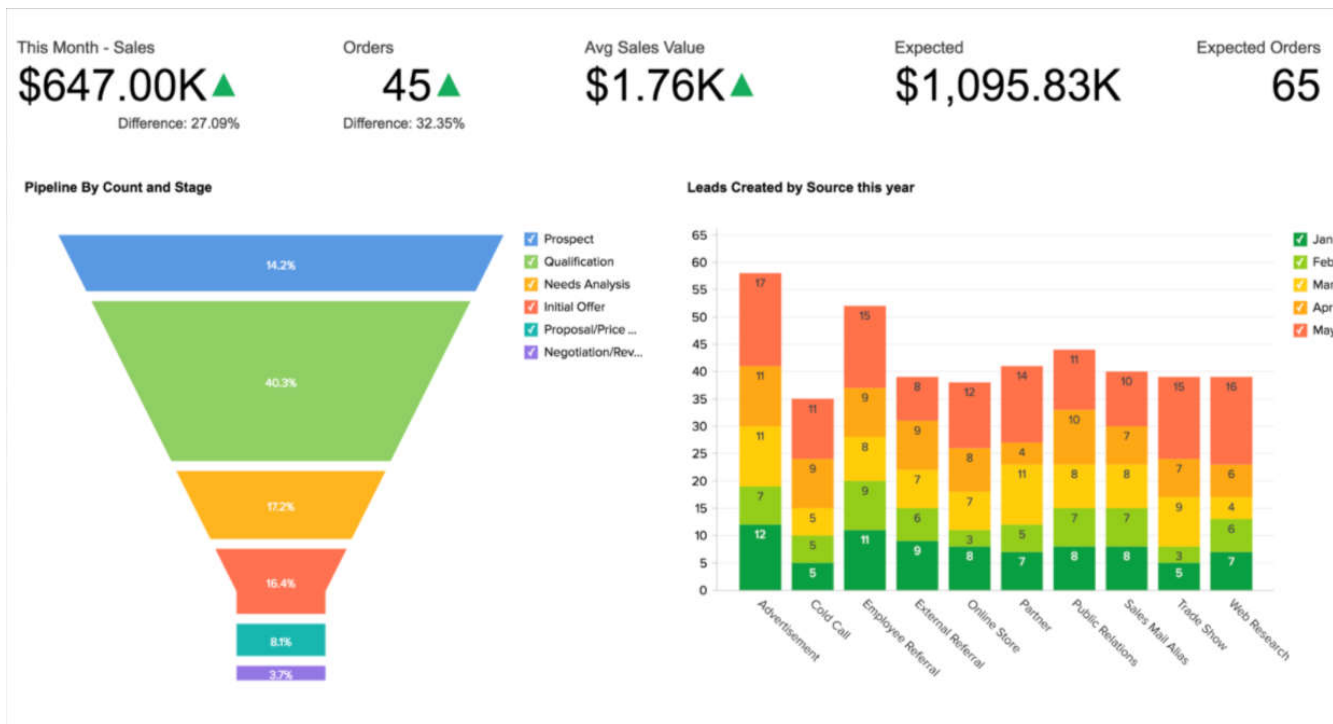


7 „Must Do’s” to keep the engine running

Performance vs. Progress	47.22%
Average email response time Update monthly on day 1	47.22%
Weight Example - The Relevant Importance of KPIs	65.33%
Average email response time Update monthly on day 1	58.33%
First contact resolution rate Update monthly on day 1	70%
Indicators with different measure units	275%
Qualitative Indicator 1 Update monthly on day 1	530%
Qualitative Indicator 2 Update monthly on day 1	20%
Qualitative indicator Update monthly on day 1	

The screenshot shows a Slack workspace for 'Acme Sites'. The main channel is '#culture' with 19 members. The channel history shows several messages from Meredith Brown, Kiné Camara, Damien Baker, and Jake Grimes. A pinned item titled 'Building Policies and Procedures' is visible, containing security policies. The sidebar on the left shows a list of channels including #events, #brainstorming, #business-ops, #culture, #design-chat, #marketing, #media-and-pr, #sonic-fanfic, and #triage-issues. Below the channels are direct messages with 24 participants, including slackbot, Brandon Velestuk, Caroline McCarthy, Cory Bujnowicz, Fayaz Ashraf, Graham Hicks, Lane, Pavel, Mari Ju, Matt Hodgins, Shannon Tinkley, and Terra Spitzer.

7 „Must Do’s” to keep the engine running





— Case study – a recent COVID-19 experience

- Mid-size IT company with WW operation
- Sells entirely through online channels and phone
- 8 sales persons moved into home office/remote operation
- Performance was in line with industry average
- There was no formal transition plan in place



— After 2 weeks...

- 37% drop in successful customer contacts
- 48% decline of new customer bookings
- 54% less demos, meetings

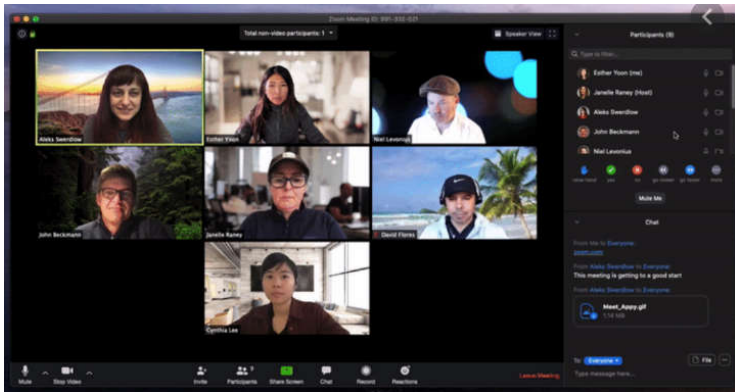


— **Get well plan implemented**

- Video stand up every morning
- Investment into technology
- Online tracking of daily activities
- Publish team members activity to improve transparency
- Provide recognition publicly
- Increased sales competitions, extra bonuses
- Regular communication in group channels
- Stop the pushy part of sales management and focus on coaching



— Get well plan implemented



1st	Jack Flynn	18 /20	3 /7	\$50k /\$50k	\$10.10k /\$17.86k	▲ 106
2nd	Dave Brown	8 /20	4 /7	\$34.70k /\$50k	\$9.99k /\$17.86k	▲ 96
3rd	Brad Smagala	33 /20	2 /7	\$59.53k /\$50k	\$6.85k /\$17.86k	▼ 95
4th	Bob Marsh	3 /20	3 /7	\$40.52k /\$50k	\$9.10k /\$17.86k	▼ 91
5th	Kate Chamberlain	10 /20	6 /7	\$24.55k /\$50k	\$9.89k /\$17.86k	▼ 78
6th	David Leinweber	9 /20	1 /7	\$285.48k /\$50k	\$8.20k /\$17.86k	▼ 77
7th	Craig Bickley	1 /20	3 /7	\$67.49k /\$50k	\$9.25k /\$17.86k	▼ 69



— Results

- 10% increase in customer contacts
- 60% increase in new customer (first time) meetings, bookings
- 91% increase in less demos, meetings



— Key takeaways

- Quality of onboarding is key in remote sales teams
- Trust = Commitment = Results
- Control is a good thing – for both sides
- Transparency will drive engagement and develop team spirit
- Motivate with games and sales competition
- Lead by example and get on the phone

— Any Questions?



WE NEED YOUR FEEDBACK! – Stay for the poll! A few seconds only 😊



**Thank
You!**

„When You Are on the Agenda”

Thursday 25 June, 16.00 – 17.00

Register at www.SEED-uni.com



Tamás Bernáth
SEED Faculty Member

— APPENDIX – Remote salesperson onboarding checklist

Create an Employee Handbook

which you can distribute AND EXPLAIN:

- Record employee details
- Formulate detailed desired outcome of cooperation
- Explain your mission statement with your own words
- Explain company goals with your own words
- Explain organizational structure and introduce key stakeholders
- Explain company culture with your own words
- Explain who your customers are and why they buy from you
- Explain what they buy and why
- Know the competition
- Hold orientation with the required tools (CRM, pricing, etc)
- Teach about finding and selling to prospects (showcase how to do it effectively)
- Supply 10-15 common questions
- Include 10-12 common objections
- Supply responses for each question and objection

— APPENDIX – Remote salesperson onboarding checklist

Before the first day:

- Send a welcome letter
- Introduce new hire to the whole organization
- Provide a full and detailed job description
- Send performance goals (qualitative and quantitative as well)
- Test knowledge of the handbook material
- Ensure that new hire tests the product
- Make new hire read support materials
- Schedule any required extra training
- Assign a staff member as buddy
- Set up your own weekly 1:1 meeting for the first 3 months

— APPENDIX – Remote salesperson onboarding checklist

First day:

- Tour of the facilities
- Take new hire out to lunch
- Have an end-of-day meeting (you can do it every day on the first week)

— APPENDIX – Remote salesperson onboarding checklist

Following six weeks:

- Meet with them regularly during the first week
- Engage in roleplay until they are ready for live calls
- Schedule weekly 1:1 meetings
- Introduce and start activity and performance reviews
- „Break them in” slowly
- Assess the outcome
- Focus on coaching and feedback