

Selling in Uncertain Times



Redefine Customer Value

Provide value to customers by keeping up with the challenges in today's environment



Adapt Your Sales Strategy

Tailor your approach and message to the situation: industry, company, and individual



Optimize Your Sales System

Focus on improving pipeline health, nurturing relationships, and addressing "deferred maintenance"

Adapting to Decision-Making Modes



READY, FIRE, AIM!

Reacting without assessing

- ✓ Match tone and language
- ✓ Emphasize urgency in your approach
- ✓ Find and attach to the driving narrative/issue

⚠ Challenging their narrative is a high-risk proposition



DEFER

Delaying action indefinitely

- ✓ Explore alternative approaches
- ✓ Reframe solution (more near-term)
- ✓ Build a mutual action plan or go-forward cadence

⚠ Leveling-up the conversation can backfire



ANALYSIS PARALYSIS

Overthinking a decision

- ✓ Build urgency: Set a deadline to commit
- ✓ Focus on baby steps
- ✓ Simplify options/choices
- ✓ Emphasize the risk of status quo and delaying action

⚠ Don't continue to play 'the game' without gaining commitment to do something



STEADY STATE

Trying to operate as normal

⚠ Lots of red flags when you see this decision model!

- ✓ Maintain healthy skepticism
- ✓ Consider your contact's savvy (are they naïve?)
- ✓ Shore up and fortify your position
- ✓ Multi threaded – people, departments, areas of impact
- ✓ Diligent focus on situational factors

Personal Action Plan: Selling in Uncertain Times

Use this checklist to fuel progress toward improving sales effectiveness in today's environment. For each action, rate your strengths. Note targeted next steps as needed.

		Novice	Capable	Expert	Next Steps
SELLING SYSTEM	Establish a sales cadence to maximize "selling" time.				
	Set defined selling activity goals (daily, weekly, monthly).				
	Recalculate sales "math" based on new pipeline realities.				
	Re-prioritize targets using screening criteria relevant to today (essential vs. non-essential, industry, recovery timeline, etc.).				
	Maintain market visibility through virtual networking and other events.				
	Update plan for partnering with other professionals to ensure strong alignment in the market.				
CONNECTING/ OUTREACH	Regularly connect with contacts in a virtual environment.				
	Have a plan to re-engage cold contacts.				
	Actively build connections across network contacts.				
	Maintain a focus on adding value/building social capital with your relationships (vs. leading with a sales pitch).				
DEAL MANAGEMENT	Re-validate situational awareness of all in-flight deals.				
	Identify and adapt to decision-making modes.				
	Address specific personal risks of decision-makers.				
	Reposition solutions around near-term ROI.				
	Have transparent discussions about budget and decision barriers.				
	Prepare to respond to common points of resistance ('not now', 'not a priority', etc.)				
VIRTUAL SALES MEETINGS	Leverage digital tools to improve virtual meetings.				
	Cover all virtual meeting basics to ensure effective discussions and maintain professional image.				
	Pre-plan meeting agenda and target outcomes.				
	Focus on collaborative and interactive sales meetings in a virtual setting.				
	Mutually agree to next steps before the call ends.				
	Send summary emails for all virtual sales meetings.				
POSITIONING & TONE	Be sensitive to not sounding 'tone-deaf' as you pitch your solutions and attempt to move deals forward.				
	Emphasize personal factors of decision-makers.				
	Maintain focus on customer issues that truly matter right now.				
	Position solutions and products for "here and now" while also laying foundation for future sales.				
	Clearly define expected business impact/ROI.				