

How Sales Leaders Can Maintain Momentum During Times of Change



CEOs and sales leaders are revising sales plans, facing heavy-hearted decisions, and doing what they can to maintain momentum in uncertain times. Through all of their action one thing is certain: being competitive today is crucial to surviving tomorrow.

That being said, what are you doing to maintain momentum, differentiate your solutions and increase your competitive edge? Until we reach the light at the other end of the tunnel, use these 4 lessons learned from elite sales leaders to increase your ability to compete.

1. Alignment Around Your Buyer's Evolving Needs Is Crucial

With the news changing daily, you can bet your buyer's needs are fluctuating constantly. As a sales leader, you should be focused on assessing your buyers' evolving challenges and aligning your offerings around those challenges to stay competitive during these turbulent times.

Here's how to do it:

1. Use these [4 essential questions](#) to quickly achieve internal alignment around the new problems your offerings solve for your buyer's evolving challenges.
2. Equip your sales reps and managers with an updated value framework and other messaging tools based on your new answers to the questions.
3. Provide [coaching resources](#) managers can use to improve how reps articulate new differentiators and value drivers to customers.

[Check out our latest podcast](#) for insight on how to reassess the essential questions with your organization's leaders.

2. How Sellers Show Up in Conversations Matters

Buyers are making harder choices today with less resources and new priorities. They need to feel a seller understands the business value they seek, their required capabilities and ROI metrics that drive success. How should you tackle this? By improving your seller's ability to adapt and discover, so they can stand out from the competition.

The better your sellers are at articulating a buyer's changing problems and delivering a message of value, the less aggressive the buyer pushback will be when it's time to negotiate. Pass on these resources to help your sales teams show up for these conversations:



PODCAST: [Recapping What You Heard in Discovery](#)



WEBINAR: [Negotiating on Value](#)



COACHING TOOLS: [Value Negotiation Resources](#)



WEBINAR: [The Sales Negotiation Balancing Act](#)

3. Leaders and Managers Must Embrace Virtual Training as the New Normal

From on-going sales training events to one-on-one manager coaching sessions — your entire organization should be able to stay effective and efficient regardless of circumstances.

Do what you can now to ensure the same level of outcomes in virtual sessions as you would drive in face-to-face interactions. [Take a look at our best practices for driving success in virtual sales training sessions.](#)

We also offer Virtual Manager Deal Coaching to help managers improve their deal-coaching skills fast. [Contact us to learn more and schedule a call.](#)

4. You've Got Numbers to Hit and You Must Find a Way to Do It

Right now, sales leaders are making decisions on ways to keep their managers and reps productive in this virtual environment. The organizations that will succeed are the ones that keep their teams focused.

What are the best practices for keeping your reps focused and productive in this environment? How can you maintain momentum and find opportunity to come out of the gate swinging?

You wouldn't be in the position you're in today if you didn't know how to get busy in times of uncertainty. To get you started, we've laid out some resources you can use to take action in times of change:



WEBINAR: [Get Busy: How to Maintain Sales Rep Productivity in Uncertain Times](#)



PODCAST: [Get Busy: Advice for Salespeople](#)



ARTICLE: [Maintain Sales Productivity: Five Ways Your Company Can Focus Your Reps on Selling Value](#)

Support Sales Managers and Reps with Virtual Sales Training

Consider what you can implement now to enable your sales pipeline to pick up the pace as the next few months draw out. Explore our virtual sales training and coaching offerings as you consider making adjustments in your sales enablement process.

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