



Sales Leader Survey Research Brief

Silver Linings: More Team Interaction Appears to Be a Byproduct of Virtual Communications

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41%

of Sales Leaders surveyed are focusing on their team members' business well-being

Though the world outside our doorsteps appears to have ground to a halt, a remarkable thing is beginning to happen, as we enter the fourth week of being homebound. Not only have sales professionals started to figure out how to harness their virtual tools for commerce, but now, more than ever, sales leaders are connecting with their team members in more purposeful ways, according to the [Sales Leader Survey](#) for the week ending March 31.

The survey – administered weekly during the throes of the COVID-19 pandemic – is designed to understand the dynamics of how businesses are rising to the challenges wrought by the unprecedented lockdown.

Perhaps most compelling in this week's gauge is the opportunity sales leadership is taking to coach their sales professionals through the crisis. Of those sales leaders surveyed:

- 64 percent are providing more coaching around business tactics to maintain sales success;
- 59 percent of leaders are having regular coaching calls to discuss team members' personal well-being;
- 41 percent are focusing on their team members' business well-being

During these coaching sessions, sales leaders aren't just focusing on lower-performing sales professionals – they are sharing ideas with the entirety of their team. More than 71 percent of coaching advice is being delivered regardless of the level of their sales pros' efficacy; and only about 8 percent of leaders are focusing extra attention on their lowest performers – likely a sign of how important it is for the entire sales team to adopt new techniques to sell effectively during the current crisis.

It would appear that such a sales phase shift is sorely needed; as more than 88 percent of those surveyed reported that deals are lagging behind their 2020 plan – a substantial increase over the survey of a week ago. And more than 35 percent of sales leaders are girding for the long haul, expecting sales to lag well into the third quarter of 2020 and beyond.

Though it's tempting to hunker down and wait for the worst to pass, the organizations that continue to apply coaching and creative problem-solving to crack the COVID-19 code will likely be best positioned to maintain, and even increase, sales through and beyond the worst of the crisis.

How is your sales organization using the time to plan and prepare? We'd love to hear from you, email us at research@thebrooksgroup.com