



Sales Leader Survey Research Brief

Creativity Lifts Sales Leaders During COVID-19 Pandemic

48%

of Sales Leaders surveyed are expecting pandemic-driven sales malaise to extend well into Q3

42%

of Sales Leaders surveyed stated they have not implemented different collection strategies

5%

of businesses are requiring cash on delivery, down from 25% last week

Though beach backgrounds have brought levity to video conferencing in our forced work-from-home regimen, sales leaders are deploying their virtual tools for much more productive payoffs. Trainings, happy hours, and digital prospecting have been among the most cited ways that sales leaders are grabbing the attention of their sales teams during this extended quarantine, according to the [Brooks Sales Leader Survey](#) for the week ending April 10.

The survey is administered weekly as a means of understanding the impact of the COVID-19 pandemic is having on sales leaders and their teams of professionals.

A mainstay of the survey has been a quantitative measure of the pandemic's impact on the sales outlook, which, predictably, has grown gloomier with each week of the shelter-at-home mandate. More than 48 percent of sales leaders are expecting the pandemic-driven sales malaise to extend well into the third quarter of 2020 – up 7 points from just a week ago. And one in five of those surveyed expected the business impact from the pandemic to extend through the end of this year.

Despite their own struggles, a healthy portion of those surveyed – 42 percent – said they had not implemented different strategies to ensure their ability to collect accounts receivable from customers. And, perhaps buoyed by the start of the U.S. Government's Paycheck Protection Program, only five percent of businesses are requiring cash on delivery – a drop from 20 percent a week earlier.

So what are sales leaders doing to keep their team motivated and focused? Answers were varied and diverse, and few sales leaders had difficulty citing methods to connect in a compelling way with their account executives.

Among the ideas often shared:

- Focusing on new products and product updates
- Administering pop quizzes to test knowledge on products and services
- Hosting “virtual” lunch and learns where lunch is sent to customers to facilitate participation
- Practicing sales presentations and receiving feedback from other members of the team
- Working on a strategic plan for sales once businesses are reopened
- Hosting networking events, happy hours, and “quick chats” to stay connected
- Requiring video to be used on calls to ensure participation

This survey made it clear that companies are starting to bring some order and process to the way they deploy virtual sales tools within their organization – and it's hard to imagine a complete abandonment of these new digital connections once the crisis has passed.

How is your sales organization using virtual tools to stay motivated and focused? We'd love to hear from you, email us at research@thebrooksgroup.com