



Sales Leader Survey Research Brief

Dramatic Shifts in Work Habits Noted During Work from Home Era

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It wasn't too long ago that [men's clothing retailers like Jos. A. Bank and Men's Wearhouse](#) signaled the end of the formal-work-dress era by diversifying product lineups to include more casual offerings. With a majority of the nation's non-manufacturing workforce now sequestered at home, nearly anything goes when it comes to "business attire" – a change that is likely here to stay.

The work from home (WFH) mandate also has apparently brought back a relic of the "Mad Men" era of the 60s – the in-office bar and three-martini lunch. A [survey this week](#) found that 42 percent of at-home workers are blurring the lines between office hours and happy hours during the quarantine.

But not all new WFH habits are bad – workers are spending more time tending to their well-being, and are accessing more training and professional development programs, according to the Brooks Sales Leader Survey for the week ending April 17.

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.

Some compelling statistics revealed in this week's poll:

- 50 percent of sales professionals have substantially relaxed their wardrobe choices, eschewing the button-downs in favor of the crew-necks;
- About two-thirds of those surveyed are doing a better job of working exercise into their daily regimen or eating healthier.
- 50 percent of sales pros are meeting regularly with their teams to talk specifically about the toll the COVID-19 pandemic is taking on their health and stress.

With more time being spent on health and well-being and less on clothing choices, sales managers may be wondering whether this trend is affecting the number of working hours being invested by their workforce. Though 88 percent of employees surveyed say they are maintaining a structured regimen of working hours, many managers have implemented new measures of accountability:

- 59 percent of sales executives are requiring a daily check-in from their sales pros, either at the start or end of the day;
- 31 percent of managers have instituted new KPIs to measure sales efficacy in the pandemic-roiled environment;
- 53 percent have instituted new training or learning benchmarks, to ensure teams are dedicating some time to self-improvement.

This week's survey found that relaxed attitude and working environment – seeming mainstays of the COVID-19 era -- need not spell the end of productivity. With some form of social distancing affecting the sales playing field for some time to come, companies will need to continue to recalibrate the work-life balance with a dose of structure and training in order to keep sales on track.

What is your company doing to help provide structure to its sales teams? We'd love to hear from you, email us at research@thebrooksgroup.com

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