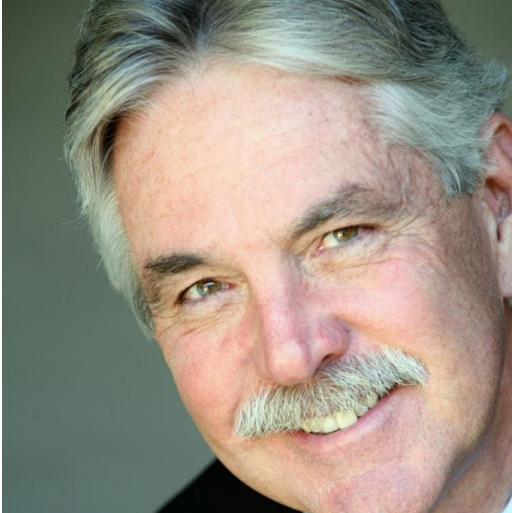


The background of the image features a close-up of the American flag, showing the stars and stripes, waving over a rustic wooden surface made of horizontal planks. A solid red rectangular box is positioned in the center, containing the main text.

America Is Going Back to Work

Panel of Industry Experts



Don McMahan

Fractional VP of Sales



Jaco Grobbelaar

Demand Generator



Karl Pontau

Animation Expert

Today's Topics



1

Sales Management

What must change in a COVID-19 world.

2

Digital Marketing

The value of demand generation.

3


Creative Communication

The power of animation in your marketing campaign.

4

Q & A

Your questions answered by the experts

The background of the image is a composite. The top half features a close-up of the American flag, showing the blue field with white stars on the left and the red and white stripes on the right. The bottom half of the image shows a dark, textured wooden surface with prominent grain patterns. A large, solid red rectangle is positioned in the center, serving as a backdrop for the white text.

**“ It Is Not The Strongest of The
Species That Survive, Nor The
Most Intelligent, But The One
Most Responsive To Change. ”**

Charles Darwin

Survey Shares the Effect on Sales During COVID19

Not Surprising, the majority of company's sales **have been impacted**



93.4% said YES



6.6% said NO



For those that answered **No** most are providing **essentials business services** or **products**.



Almost half at **47.17%** have or plan to lay off or furlough all or part of their sales team

YES **37.74%**

9.43% **PLANNING ON IT**

NO **52.83%**

Over half **do not** have a plan-ahead sales strategy in place

YES **45.26%**

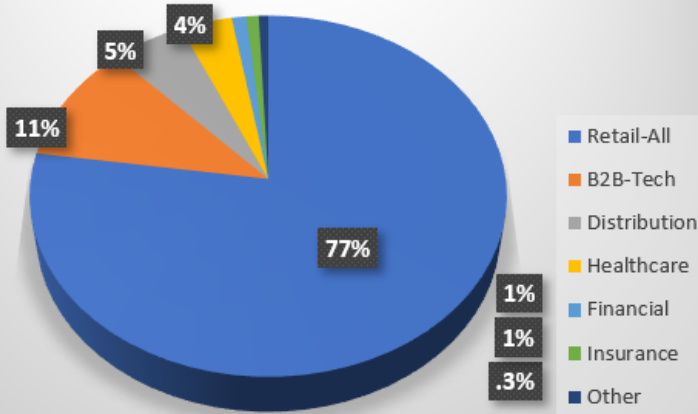
2.83% **WORKING ON IT**

37.74% **PLANNING ON IT**

NO **14.15%**

Hiring Study by LinkedIn Shows Where Expected Early Recovery Will Start

Jobs By Industry



LinkedIn Report on Who's Hiring-May 2020

Industry	# of Companies	Planned Hires	% of Jobs
Retail-All	44	969,360	77%
B2B-Tech	63	144,160	11%
Distribution	6	68,050	5%
Healthcare	46	48,290	4%
Financial	16	13,688	1%
Insurance	6	11,430	1%
Other	45	3,605	0.3%
Total Companies	226		
Total Jobs		1,258,583	



Sales Management *Challenges*

Sales in a Covid-19 World-6 Key Actions to Take Now

1. **You Must Have A New Sales Plan**-The World Has Changed
2. **Triage the team**, who can play, who needs a new job
3. **New Job Descriptions/Comp Plans**-specifics on skill sets, testing online effectiveness
4. **New Playbook for Sales**, new sales process, new metrics
5. **New Roles** for Both Sales & Marketing
6. **Training & Support**

STRENGTH IN NUMBERS

Why Sales Compensation Matters

- About 14.5 million people, or approximately 10% of the U.S. labor force, are employed as salespeople (Bureau of Labor Statistics [BLS] 2017).
- Companies employ salespeople primarily to increase product and service sales and, by extension, profit. Consequently, the productivity of the salesforce is of great interest to managers.
- Using compensation as a driver of desired behaviors is one of the strategies businesses use to increase the productivity of salespeople.
- Chung, Narayandas and Chang (2017) observed that about 20% to 25% of the \$800 billion that companies spend in compensating salespeople goes toward incentives designed to increase productivity.
- This constitutes approximately 10% of the sales revenue on an average.



6 Key Areas You Need to Adapt During a Time of Crisis

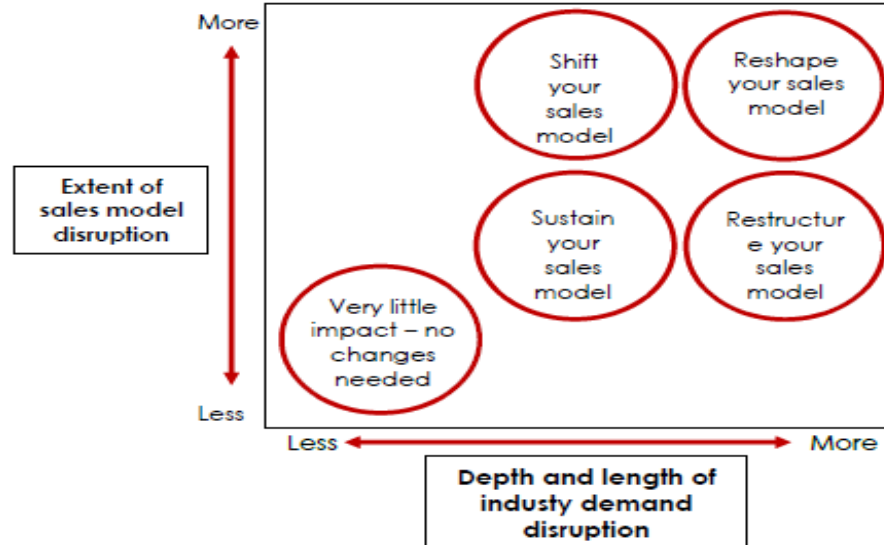
1

You Need A New Plan-The Rules Have Changed

- The Covid-19 Crisis is Like a Football Team That Lost all Their Running Backs at Halftime and Have to Play the 2nd Half with Only a Passing Game.
- The 1st Half Playbook Has to Be Thrown Out-What Can You Do When the Other Team Is Always Ready for Your Next Pass?
- You'll Need to Move Players Around, You'll Need to Change the Cadence of Your Team. You'll Need Some Trick Plays

6 Key Areas You Need to Adapt During a Time of Crisis

1



The New Plan Has To Consider The Amount of Disruption of Your Current Model as Well as the Length of Time for the Disruption. (sample from the SX Sales Recovery Plan)

6 Key Areas You Need to Adapt During a Time of Crisis

2

Triage the Team. Who Will Be Effective in The New Normal-Who Will Not?

- **The New Normal Will Require Effective Relationship Building** and Sales with a Model That is Now Heavily Weighted to Online Presentations, Meetings, and 1:1 Interactions with Customers.
- **Who On The Team Is Effective?** Who Is Not? Who Can Get There With Some Help?
- **How Do You Assess the Team?**
 - **Start With the Basic Sales Assessment** from companies like Wylie, or DISC
 - **Add Role Playing Sessions** to Score and Rank the team using management from different parts of the company
 - **Review Their Current Social Media Savvy**, I built my own tool and there are a couple of commercial scoring tools as well.
 - **Make Your Decisions Quickly**-You Do Not Have the Time to Bring “C” Players up To “A” (and it never worked for me anyway)

6 Key Areas You Need to Adapt During a Time of Crisis

3

New Job Descriptions & New Comp Plans-Should Come Out of Your New Plan

- **Roles & Day to Sales Activity Will Be Quite Different** in a Covid-19 World
- Top of Your List Has To Be A New (temporary/short term) Comp Plan for the Sales Team.
- **Failure To Address the Reality of Greatly Reduced Revenue** Will Sink Morale, and Lead to Turnover if Not Fixed (and the best reps leave first). Recruiting will be much tougher, especially for those who can rock online)
- **Along with the Crisis Comp Plan** Must Come New Job Descriptions, New Metrics and Tools to Measure:
 - Time and volume of presentations
 - Effectiveness metrics
 - Social Media/CRM Use

People in The Right Seat Motivated by The Right Comp Plan



6 Key Areas You Need to Adapt During a Time of Crisis

4

New Sales Process, New Playbook for Sales, Changes to Your CRM

- **The New Sales Process** Needs to be Well Documented, Tested, Modified & Tuned Until You See the Results You Need
- **The Playbook** Will Now Have Guidelines for Social Media Activity, Consistency in Company Messaging, Best Practices for Effective Remote Selling
- **The CRM Has to be Modified** to Track What Is Now Important
- **There Will Be Face To Face Selling**, But the % to Online Will Go Down

6 Key Areas You Need to Adapt During a Time of Crisis

5

New Roles for Both Sales & Marketing

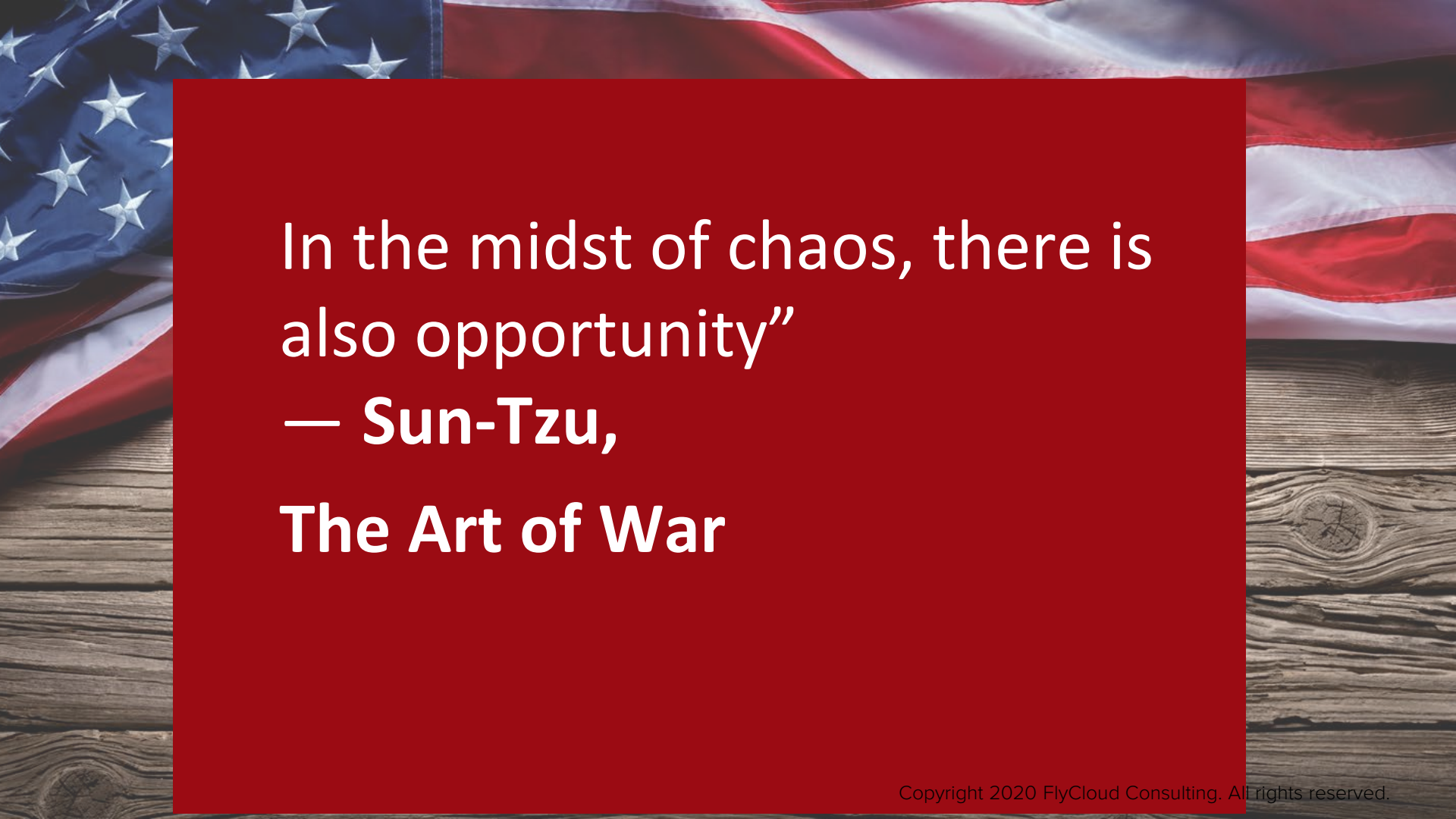
- **Marketing Gets A Promotion in The New Normal**
 - **Quality** of Your Messaging, Your Branding, Your Online Capabilities, Your Tools all Become More Critical Than Before
 - **Best Practices** Call for Someone (not the presenter) To Be Running the Preso From Behind The Curtain for Group Meetings or Webinars
 - **Sales**-Will You Have An Inside/Zoom Whiz Team and Dedicated Outside Reps With A Much Larger Territory?

6 Key Areas You Need to Adapt During a Time of Crisis

6

Training And Support Will Be Important

- **Training** For The A Players on New Tools & Best Practices Should Be Ongoing
- **IT** Support Becomes Strategic-Cannot Afford System Meltdowns and snafus When Your Online Presence Is More Important Than Ever.
- **Budget** For More IT, More Marketing

The background of the slide features a close-up of the American flag's stars and stripes on the left, and a wooden plank texture on the right. A large red rectangle is centered over the image, containing white text.

In the midst of chaos, there is
also opportunity”
— Sun-Tzu,
The Art of War

2

Messaging and Content

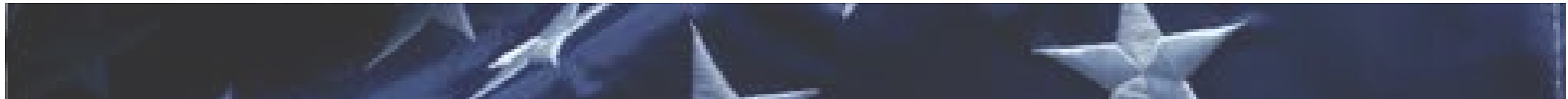
Adapting and addressing the new
needs of your ideal clients

Messaging

Resonate with Your Audience

Connect with your audience

- Share your WHY and Values
- Empathy is key
- Emotion is essential

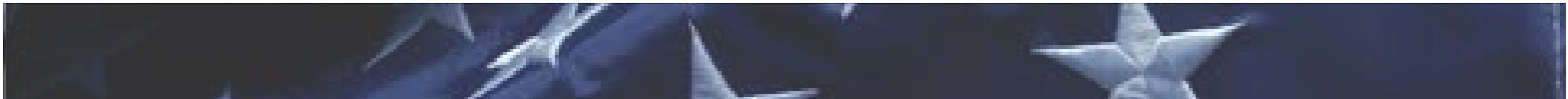


Messaging

Resonate with Your Audience

Show how you can end their problems NOW

- Painkillers, not Vitamins
- Provide control and certainty
- Start a conversation

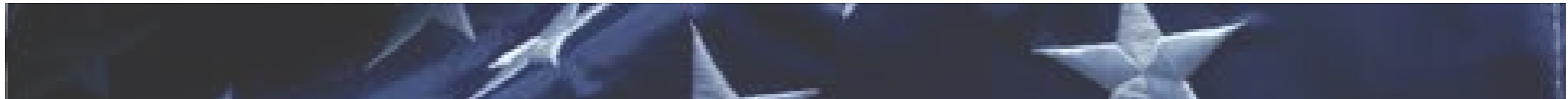


Messaging

Resonate with Your Audience

Make it Easy and Safe

- Manage Expectations
- Digital Tools
- How you maintain Health and Safety

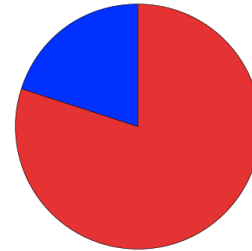


Content

Deliver Your Message

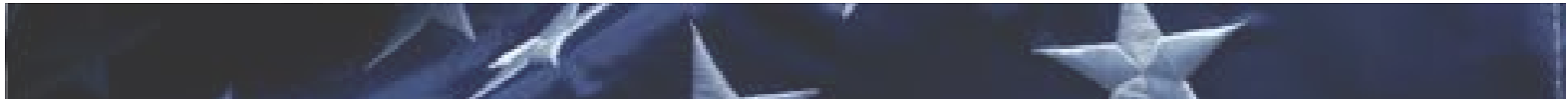
You need Video/Animation

- Improves effectiveness of Website, Social, SEO, Email
- Higher levels of understanding and retention
- Engages audience on an emotional level



Using Video on a landing page can increase conversions by 80%

- Unbounce

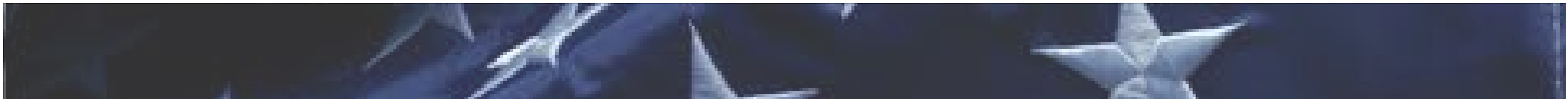


Content

Deliver Your Message

Video

- Share your company culture
- Avoid “Talking Heads”
- Create a channel

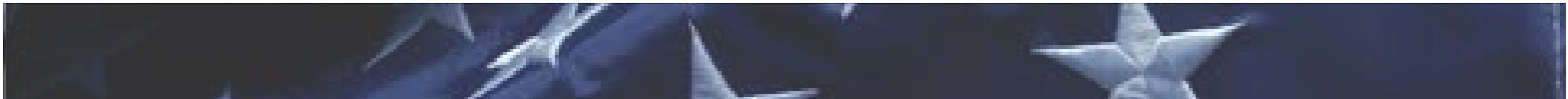


Content

Deliver Your Message

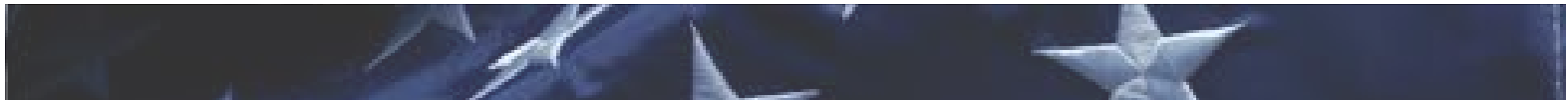
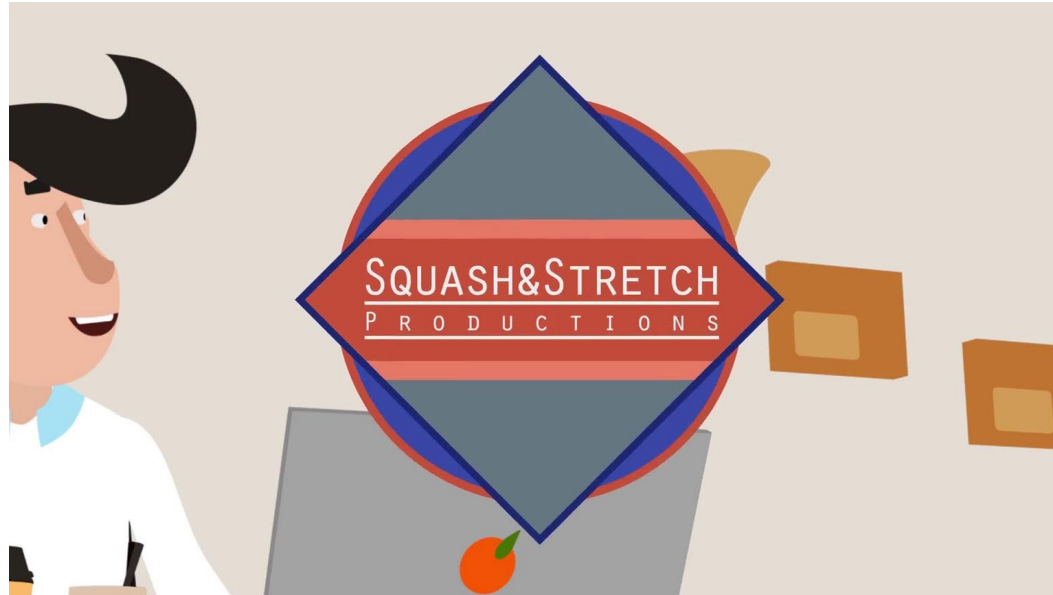
Animation

- Explain complex concepts
- Tell powerful stories
- Augment your marketing and sales funnels



Content

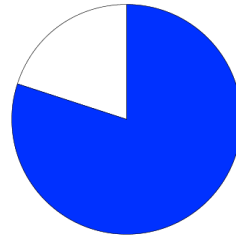
Deliver Your Message



Quality *It Counts*

Content is no Longer King

- So much garbage content out there
- People have short attention spans
- INTEGRATION is the new Marketing Monarch



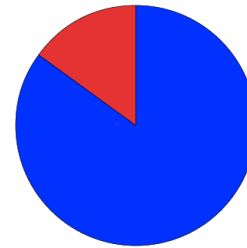
**80% of people who
watched a video were
convinced to buy a
product or service**

- motionartsmedia.net

Quality *It Counts*

Worth the Investment

- People want high quality content from brands
- Invest up front, or pay for it later
- Steak Metaphor



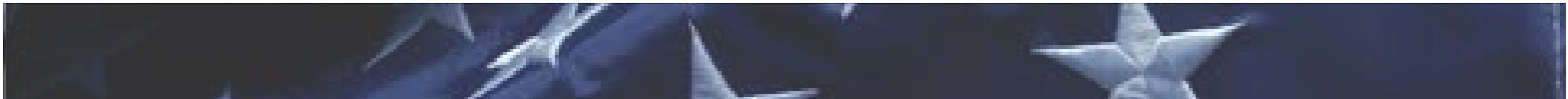
**85% of people want
more quality videos
from brands**

- motionartsmedia.net

Quality *It Counts*

Planning is Key

- Have a consistent structure to your videos
- Know your target audience and goals
- Incorporate feedback



An American flag is draped over a rustic wooden surface. The flag's stars and stripes are clearly visible, with the blue field of stars on the left and the red and white stripes extending to the right. The wood grain of the surface is visible in the background and foreground.

“

Story, as it turns out, was crucial to our evolution -- more so than opposable thumbs. Opposable thumbs let us hang on; story told us what to hang on to.”

— Lisa Cron, Wired for Story

3

Demand Generation

Jaco Grobbelaar

Understanding how prospects
search for and find information
about you and your competitors...

The Future is Arriving Faster

Things won't change as much as they will accelerate. While other crises reshaped the future, COVID-19 is just making the future happen faster. – *Prof. Scott Galloway, NYU Stern*

- **Telecommuting**
- **Adopting technology**
- **The way we purchase**



Online Search Visibility

There are 5.5 billion searches on Google every day

- The question is not: Are prospects searching for me?
- The question is: Do prospects find you when they search?



Attracting the Right Prospects



Interruption vs. Permission



What is Inbound Marketing?

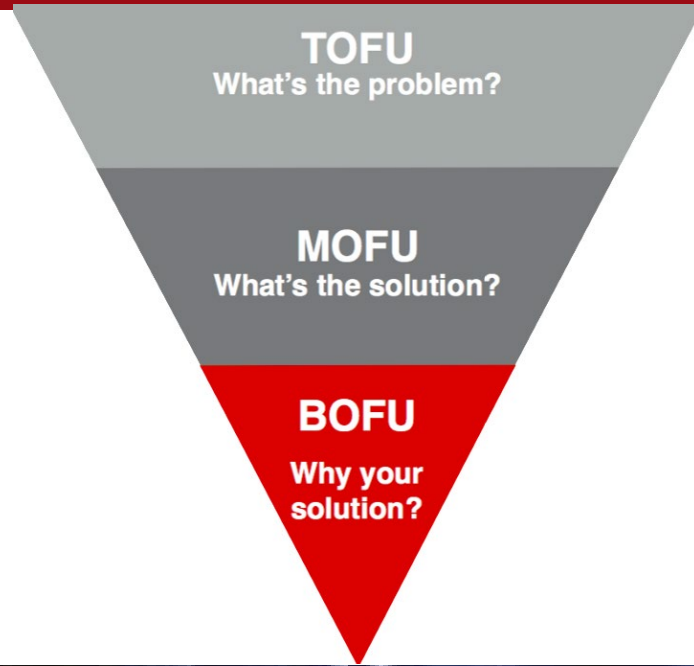
Permission-based Marketing

Inbound marketing is the process of creating and publishing quality content designed to **attract and engage** people who are searching online.



The Sales Funnel

TOFU – MOFU - BOFU



The Buyer's Journey

Awareness – Consideration – Decision



The Inbound Methodology

Attract	Convert	Close	Delight	
Strangers	Visitors	Leads	Customers	Promoters

How to Attract the Right Prospect



Content is King, Distribution is Queen
and She wears the Pants

- Jonathan Perelman, BuzzFeed



The Formula

$$E + E = E = E$$

Entertain + Educate = Engage = **Earn**

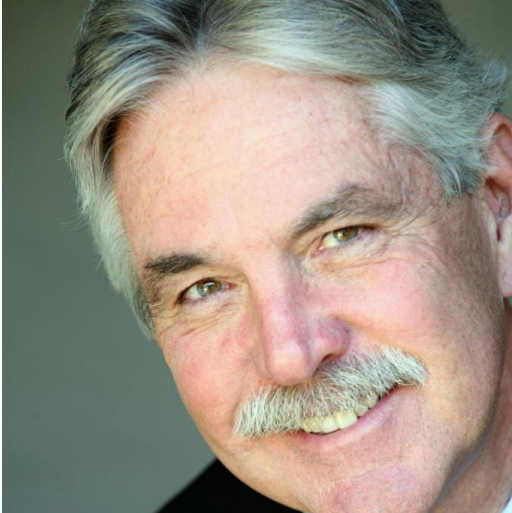
An American flag is draped over a rustic wooden surface. The flag's stars and stripes are clearly visible, with the blue field of stars on the left and the red and white stripes extending towards the right. The wood grain of the surface is prominent, adding a textured background to the image.

“

Digital marketing is not an art of selling a product. It is an art of making people buy the product that you sell.”

— Hecate Strategy

Please Reach Out for More Help



Don McMahan

Fractional VP of Sales

don@flycloudconsulting.com



Jaco Grobbelaar

Demand Generator

jaco@broadvisionmarketing.com



Karl Pontau

Animation Expert

karl@squashandstretch.com