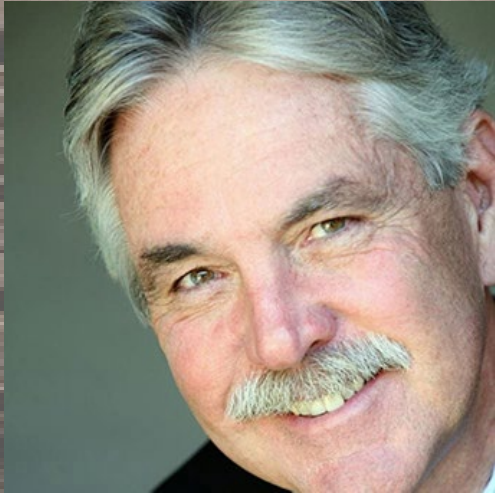




America Is Going Back to Work

Leadership Solutions for a Post-COVID-19 World

Leadership Panel



Don McMahan

Fractional VP of Sales



Belle Walker

**Organizational and Operations
Systems Consultant**



Robert Gillette

IT Consultant

Today's Agenda



1

Sales Management

Managing Sales Teams in a COVID-19 World

2

People Systems

Preparing Your Team for the New Normal

3

IT & Security

What Every Company Needs to Know in a COVID-19 World

4

Q & A

Your hard questions answered by the experts

Time for a Quick Poll

(Sorry, no cash prizes)



1 Sales Management

What You Need to Know to
Effectively Manage
Salespeople Performing
More Remote Work



Sales Management in the Post-COVID-19 World

Checklist



1 – Crisis Recovery Plan Developed

2 – Comp Plans Should Have Been Changed

3 – New Metrics In Place for Sales with Emphasis on Social Media Acumen, Online Skills

4 – More Marketing Support & Integration with Sales

Why Is a New Plan Important? *Because the World Has Changed*

Survey Shares the Effect on Sales During COVID19

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

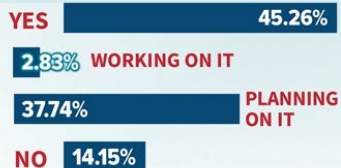


For those that answered **No** most are providing **essentials business services or products.**

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



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



Biggest challenges companies are faced with



Loss of revenue.



No pipeline. Or longer sales cycle.



Employee safety.



Lack of travel/facetime with prospects.



Supply issues since some of their providers are closed or lacking resources to deliver.



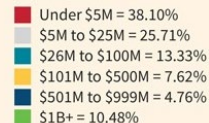
Essential businesses having a hard time delivering on orders - staffing and suppliers' shortages so not able to meet demands.



Need a re-entry strategy when we come out of pandemic.

Who took the survey: Sales Leaders, CEOs and Presidents

Business size



Survey completed by



Sales Management In the Post-COVID-19 World

A COVID-19 Recovery Plan

“Those Who Fail To Plan Have Planned To Fail”

- ❖ COVID-19 Has Created a Dramatic Shift in Business Realities: -
 - Revenue loss for a majority of companies
 - Limits on face-to-face meetings, dependence on Zoom
 - Challenges with large office space for employee's health
 - Logistical challenges for IT & management to keep remote workers productive
- ❖ Successful Companies are Modeling the various scenarios with plans for extended business impacts of C-19, shorter or longer-term assumptions and what the company will need to do to survive

Why Is Comp Important?

**Because It Drives
Sales Team Behavior**



Is Your Organization's Compensation Plan(s) Bringing The
Desired Results & Behavior
From Your Sales Reps?*

16%
SAID NO

54%
SAID SOMEWHAT

30%
SAID YES

The sales team seems to focus on products/ customers/verticals that are different than what Management would like.

The sales team focuses some of their time in ways that are consistent with Management's objectives, but not fully.

The sales team is focusing their time in ways that are consistent with Management's objectives.



Sales Management In the Post-COVID-19 World

Sales Compensation

2 – Comp Plans Should Have Changed

- New Quotas and a Transition Plan – In Writing & Signed
- Account & Territory Assignments Will Change
- Metrics – Key Is Measuring Account/Customer Facing Activities
- Need to Integrate Accountability for All Customer-Facing Activities

An American flag is draped across the top of the image, resting on a dark, textured wooden surface. The flag's stars and stripes are clearly visible. A red rectangular box is centered in the lower half of the image, containing white text.

“Trust, But Verify”

-President Ronald Reagan
(at the 1987 INF negotiations in Geneva using an old
Russian proverb they could understand)

Sales Management In the Post-COVID-19 World

New Metrics for a New World

3 – Sales Needs to Be Measured with New Metrics, *in Addition to Sales Revenue*

- Telephony** – Tools like *Ring Central* Automatically Track Calls and log them into Salesforce or other CRMs (no manual entries)
- Video Conferencing** – *Zoom* and Others Have Reporting
- Social Media Acumen** – Sales Navigator is Rich with Reporting Tools, like the SSI (Social Selling Index, User Reports & More)

A Ring Central Sample Report

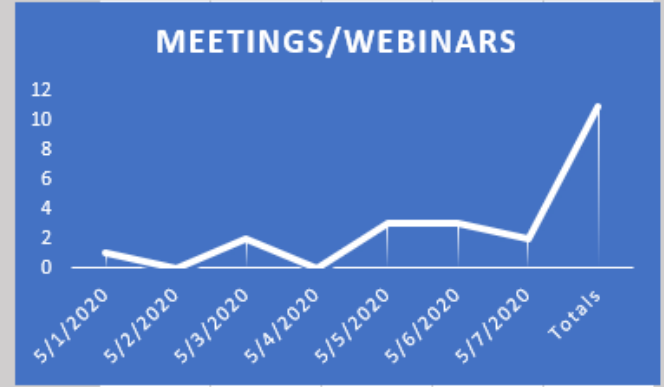
Ring Central Log Report-Sales Only April 1-May 12 2019

Name	Ext	Total Calls	Avg. Calls/Day	# Inbound	# Outbound	% Missed (w/VM)	Avg. Handle Time
Zig Zigler	21	348	8.09	71	277	56.34	00:03:12
Dale Carnegie	22	84	1.95	21	63	52.38	00:04:32
Grant Cardone	23	277	6.44	114	163	42.11	00:02:08
Marc Benioff	24	299	6.95	150	149	10.67	00:01:16
Steve Jobs	25	351	8.16	199	152	9.05	00:00:54
Totals for Sales		1359	6.32	555	804		

Zoom Reporting

Zoom User Report-Sample (Real Data)

Date	Meetings/Webinars	Participants	Meeting Minutes	Meeting Hours
5/1/2020	1	3	174	2.9
5/2/2020	0	0	0	0.0
5/3/2020	2	38	1780	29.7
5/4/2020	0	0	0	0.0
5/5/2020	3	11	435	7.3
5/6/2020	3	26	1363	22.7
5/7/2020	2	7	342	5.7
Totals	11	85	4094	





SALES NAVIGATOR

Why is it important to find the right people?

+39%

Sales reps who exceed quota engage on LinkedIn with their prospects **39% more than other sales professionals**

+45%

Reps that exceed quota saved **45% more leads** than those that don't

+69%

Sales reps who viewed the profiles of at least 10 people at each of their accounts were **69% more likely to exceed quota**



Social Selling Dashboard

Share



Don McMahan, CSL

Fractional VP of Sales-A "Sales Mechanic" for your business. WEBINAR REGISTRATION LINK In Contact Info Sec./Websites

Top 1%

Industry SSI Rank

Top 8%

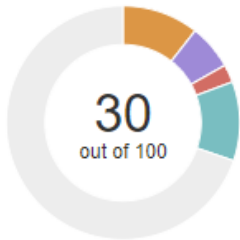
Network SSI Rank

Social Selling Index – Today

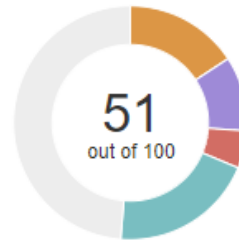
Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



Social Selling Index



Sales professionals in the Management Consulting industry have an **average SSI of 30**.
You rank in the **top 1%**
⊖ Unchanged since last week



People in your network have an **average SSI of 51**.
You rank in the **top 8%**
⊖ Down 1% since last week

Sales Management In the Post-COVID-19 World

Marketing

4 – Marketing Moves to the Front Seat with Sales

- ❑ With so many employees working from home, the challenge for the company is to maintain consistency in the branding with everything you do online.
- ❑ Companies should be allocating more budget for the new challenges of essentially having everyone on “TV”
- ❑ New tools, and content to support the online efforts of the team
- ❑ Best practices-More collaboration between sales, marketing and ITActivities

2

People Systems

Preparing your team for the
current normal and beyond

Belle Walker

Founder and Lead Consultant
Bellevue Consulting, LLC



BELLEVUE
CONSULTING

Leadership and Systems Thinking



Broad Systems Thinking for Organizations



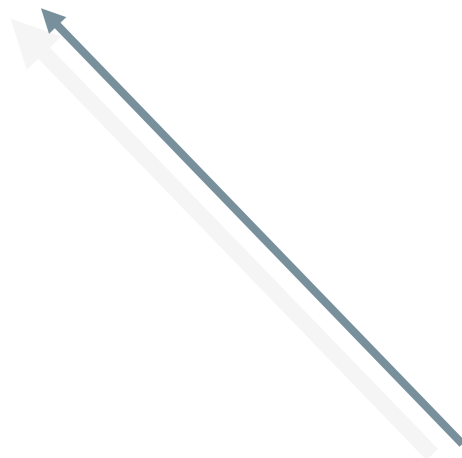
Company Vision
(North Star)



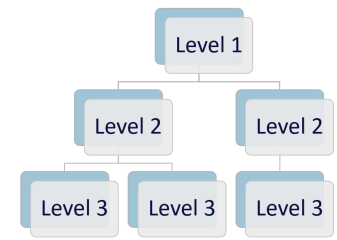
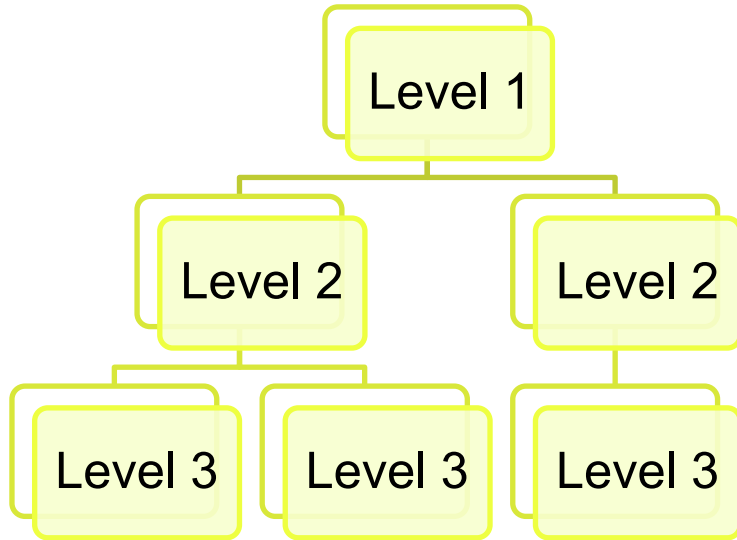
Leadership Focus



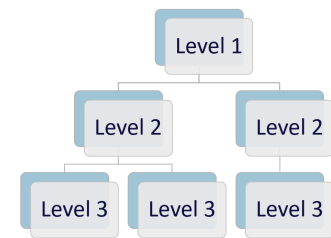
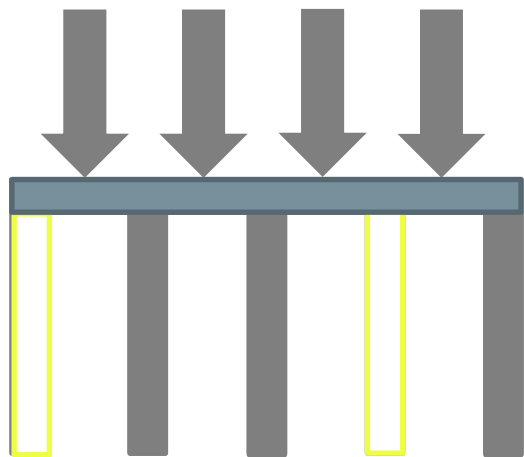
Org Structure,
Incentive Plan, etc



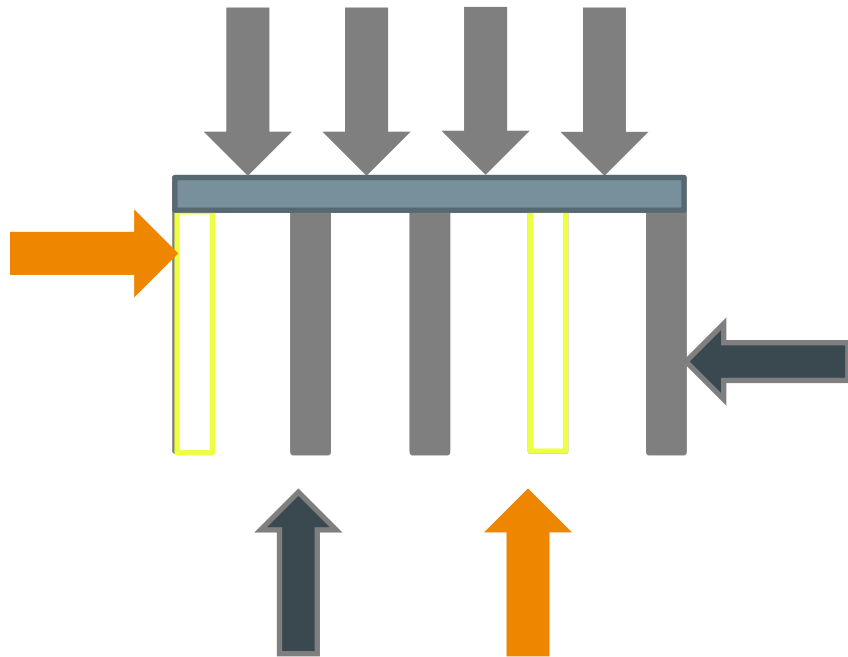
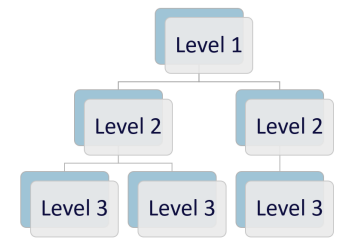
Interlocking Systems in Organizations



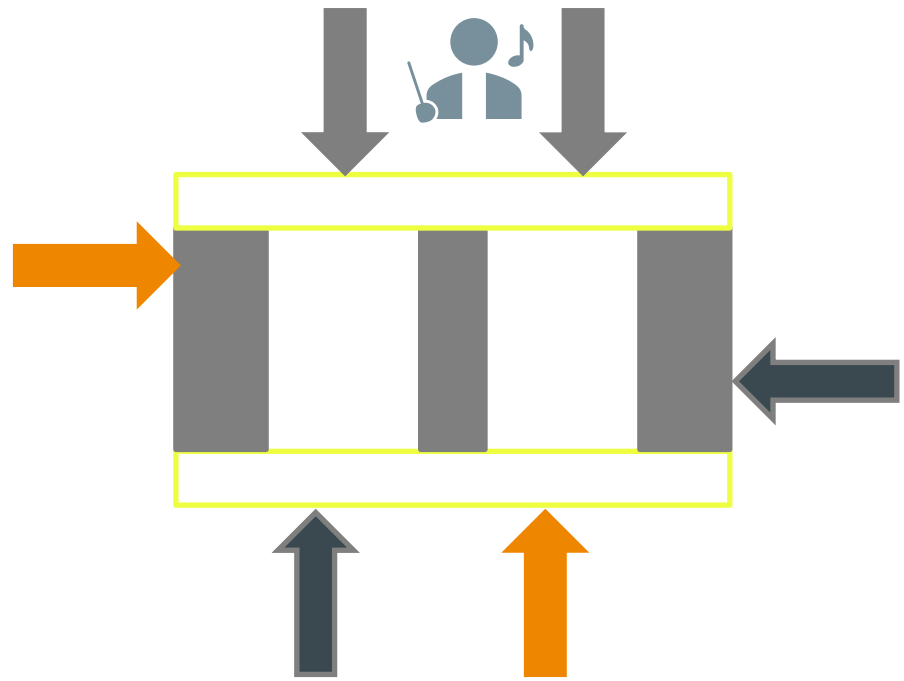
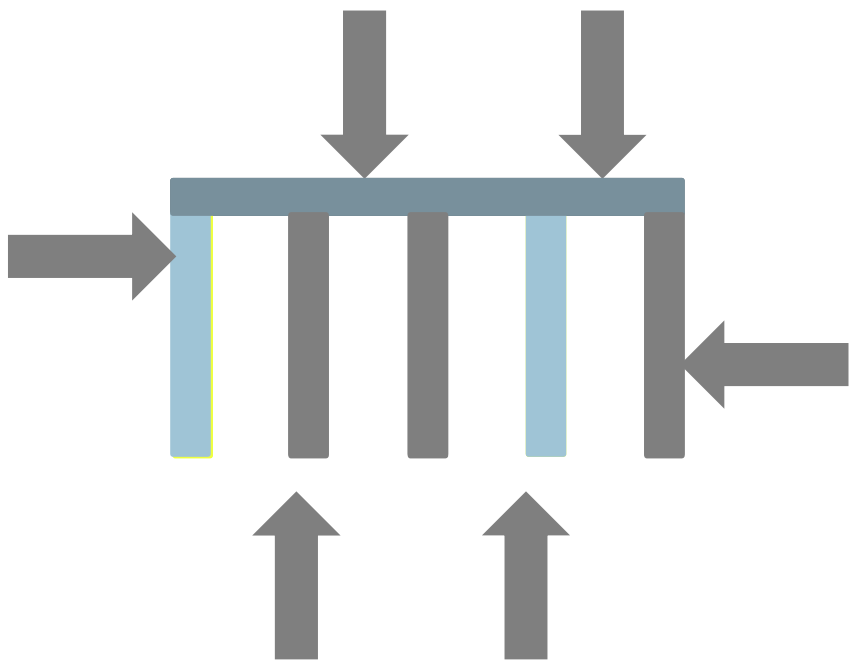
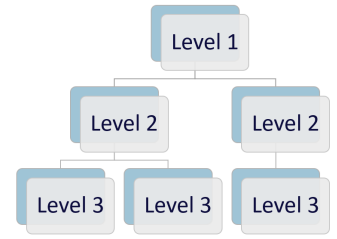
Interlocking Systems in Organizations



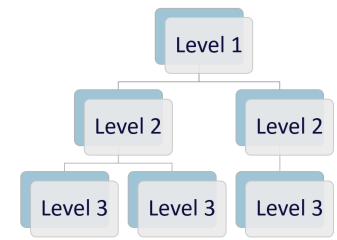
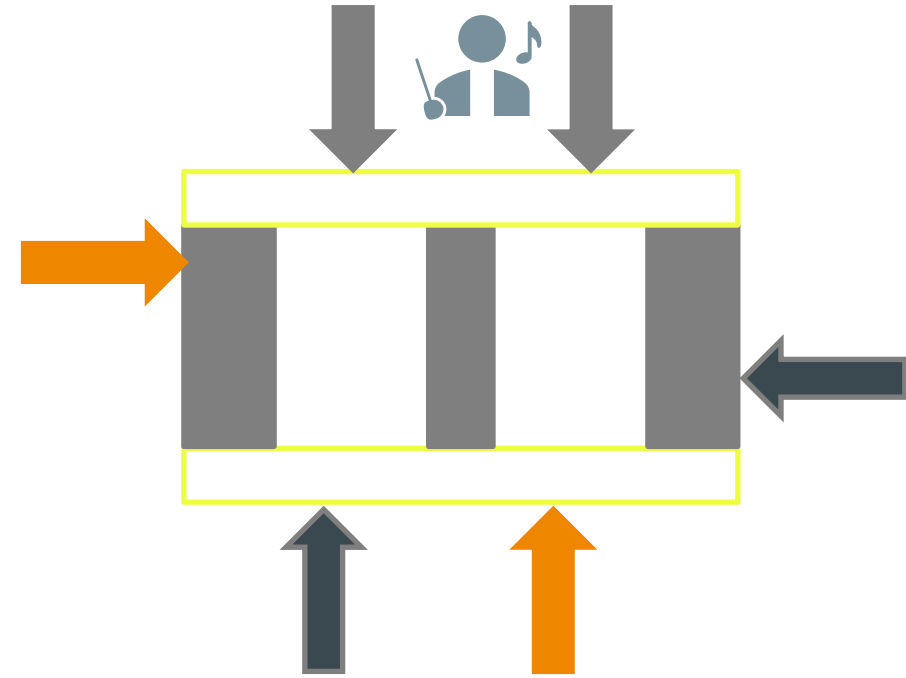
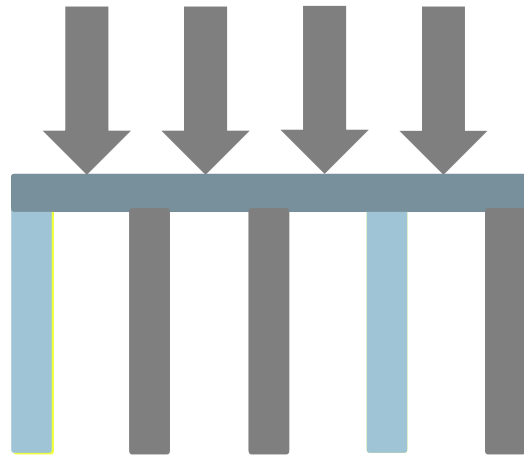
Interlocking Systems in Organizations



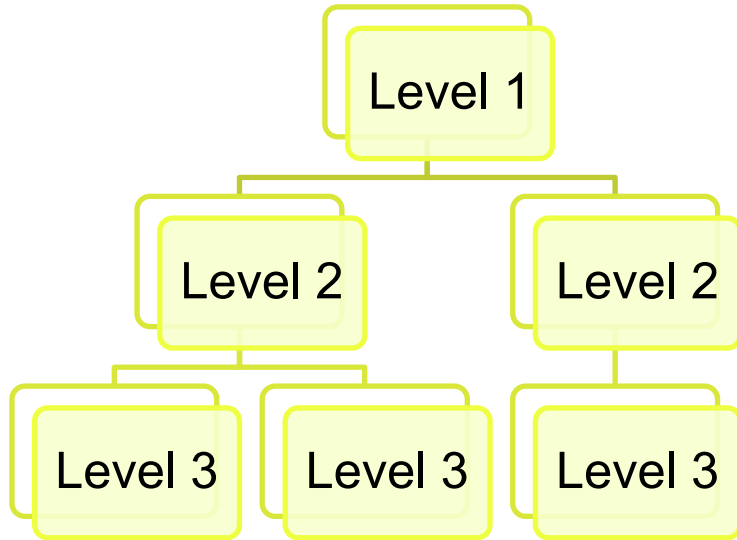
Interlocking Systems in Organizations



Interlocking Systems in Organizations



Interlocking Systems in Organizations



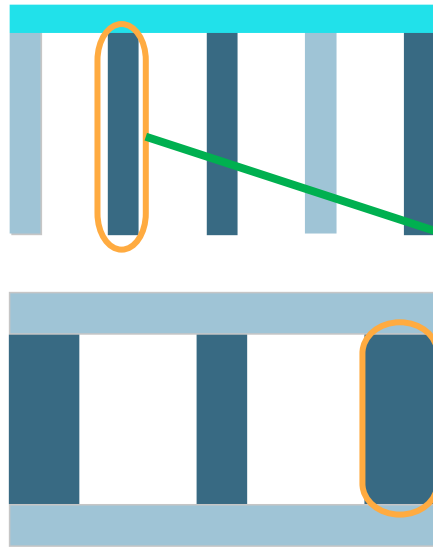
Individual Performance +
Collective Performance =
Bonus

Interlocking Systems in Organizations



Individual Performance +
Collective Performance =
Bonus

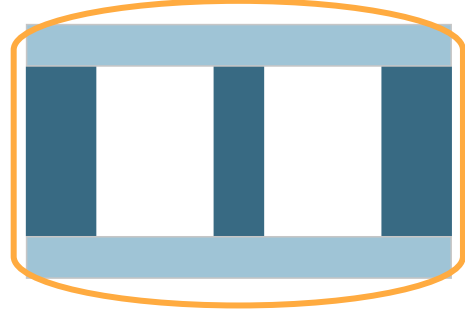
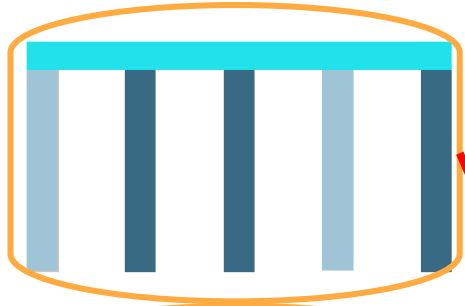
Interlocking Systems in Organizations



Individual Performance +
Collective Performance =

Bonus

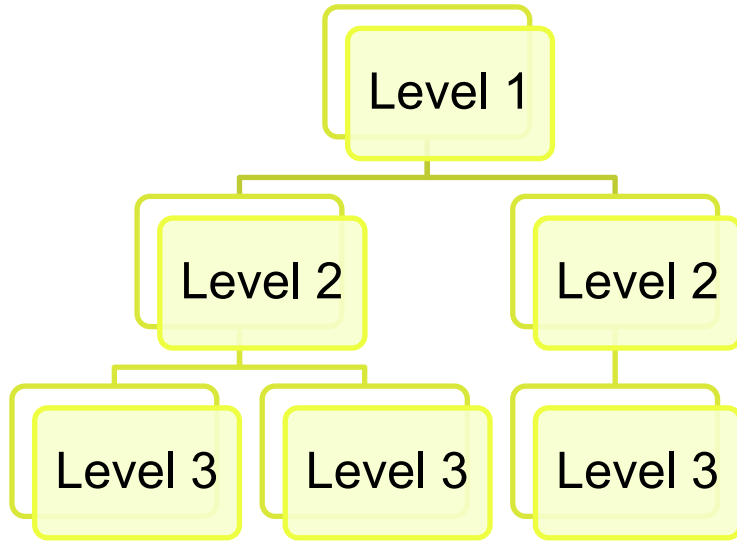
Interlocking Systems in Organizations



Individual Performance +
Collective Performance =
Bonus



Interlocking Systems in Organizations



Individual Performance +
Collective Performance =
Bonus

Example?

B2B -> B2C Pivot

Operates independently, high touch

Salesperson

Customer

Customer

Customer

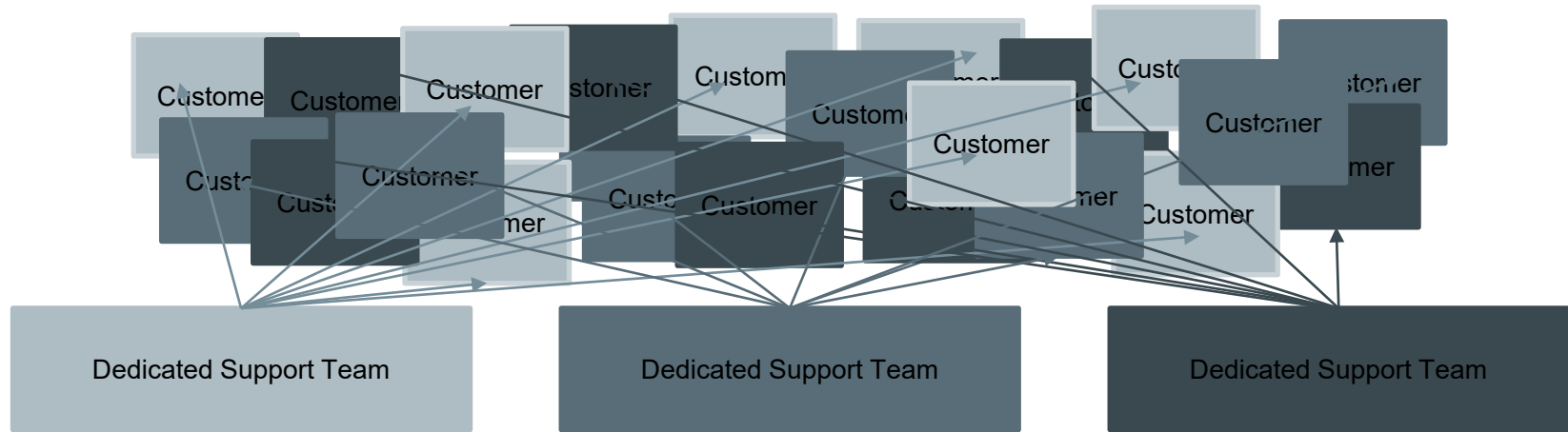
Dedicated Support Team

Dedicated Support Team

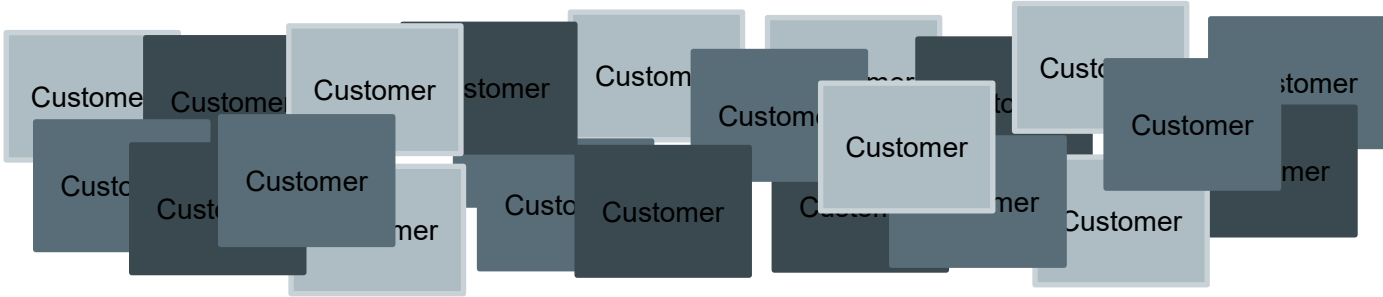
Dedicated Support Team

Customer Support Dedicated to Specific Customers

B2B -> B2C Pivot

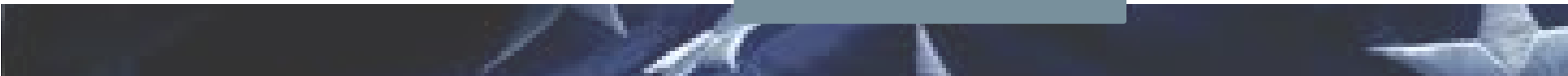


B2B -> B2C Pivot



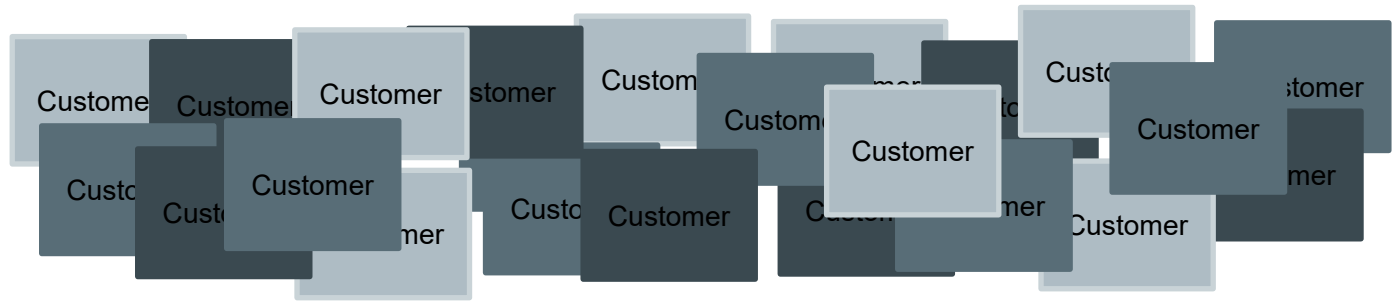
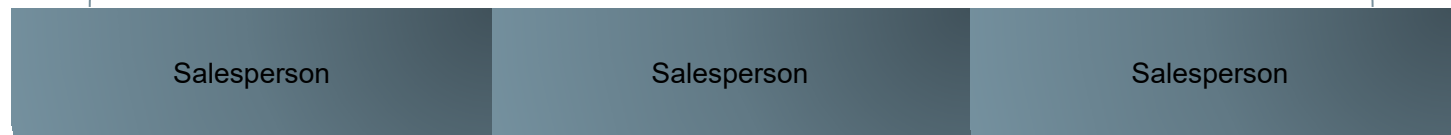
Customer Support Team

Customer Support
Becomes Generalized



B2B -> B2C Pivot

Low touch, broad focus, most successful sharing best practices with broader team



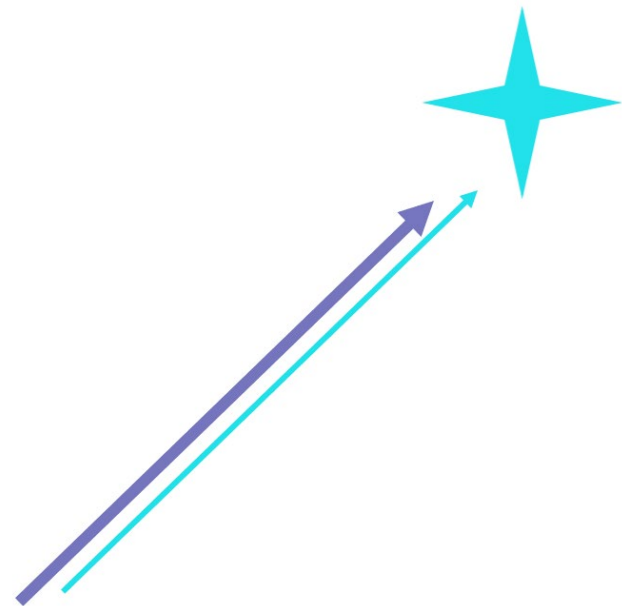
Customer Support Becomes Generalized



Key Takeaways

- Systems thinking means balancing the forest AND the trees
- Maximizing efficiency and engagement requires aligned “people systems”
- Dramatic changes (growth, layoffs/furloughs, **pivots**) will be most successful when people systems are adjusted to match the change
- Small changes can quickly add up to dramatic differences that also require active realignment

NOW WHAT?





BELLEVUE
— CONSULTING —



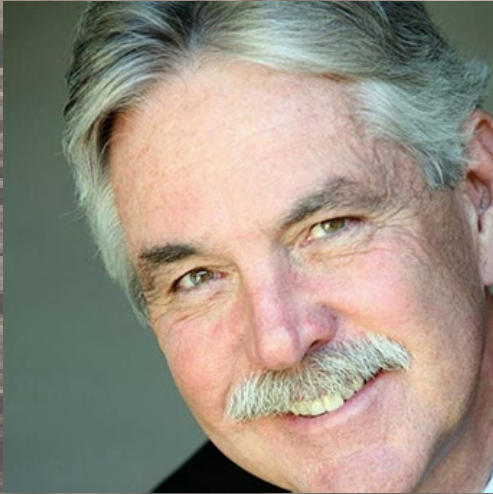
Questions?

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Reach Out for More Help



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