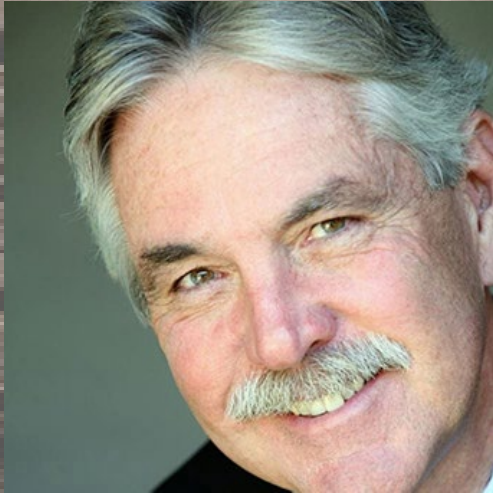


The background of the slide features a close-up of the American flag, showing the stars and stripes, waving over a rustic wooden surface. The flag is positioned in the upper half of the image, with the stars visible on the left and the stripes extending across the top. The wooden surface is composed of horizontal planks with visible grain and knots, occupying the bottom half of the image.

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

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%

Survey completed by



**SALES
XCELERATION**

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

Under \$5M = 38.10%
\$5M to \$25M = 25.71%
\$26M to \$100M = 13.33%
\$101M to \$500M = 7.62%
\$501M to \$999M = 4.76%
\$1B+ = 10.48%



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

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

54%
SAID SOMEWHAT

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

30%
SAID YES

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 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 across the top and right. The wood grain is prominent, showing natural knots and textures.

“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



Don McMahan, CSL

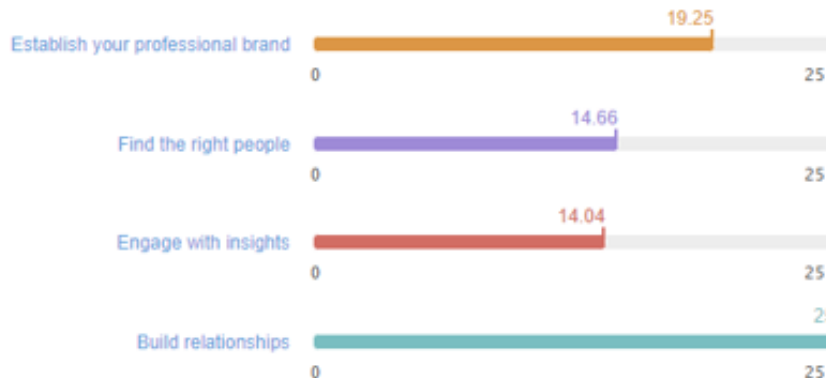
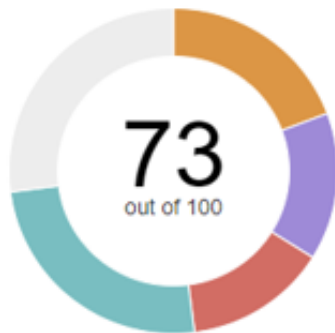
Fractional VP of Sales-A "Sales Mechanic" for your business. WEBINAR REGISTRATION LINK In Contact Info Sec./Websites

Top 1%
Industry SSI Rank

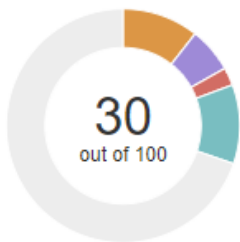
Top 8%
Network SSI Rank

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](#)

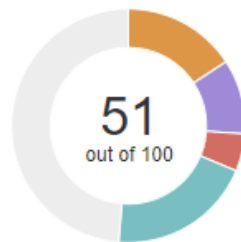


Social Selling Index



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 IT Activities

2

People Systems

Preparing your team for the
current normal and beyond

Belle Walker

Founder and Lead Consultant
Bellevue Consulting, LLC

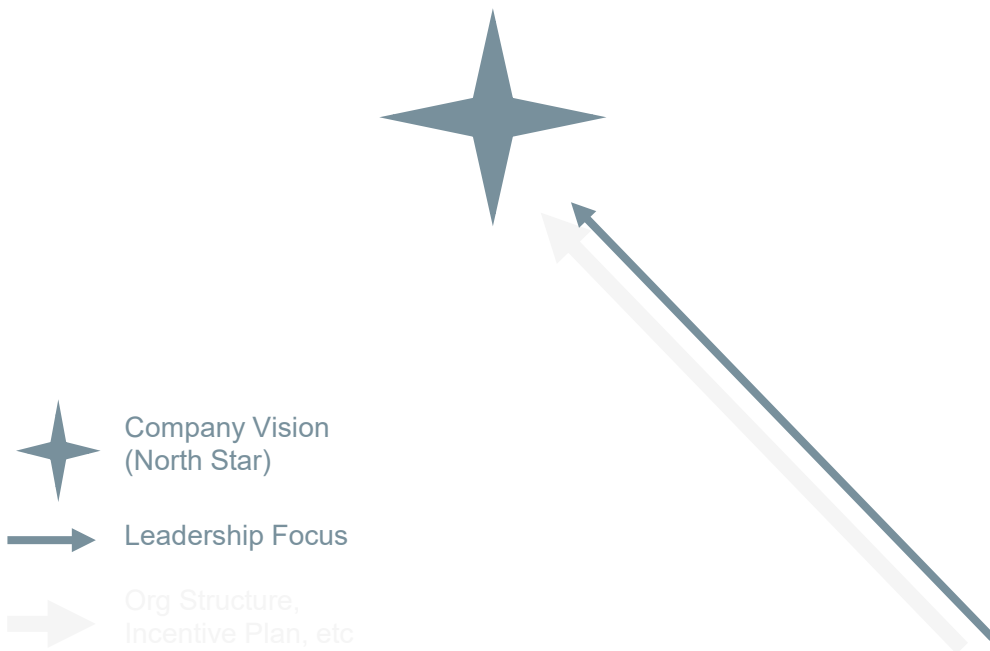


BELLEVUE
CONSULTING

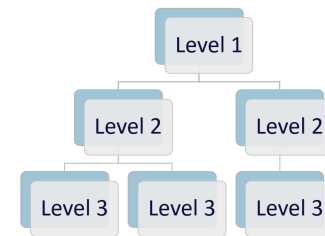
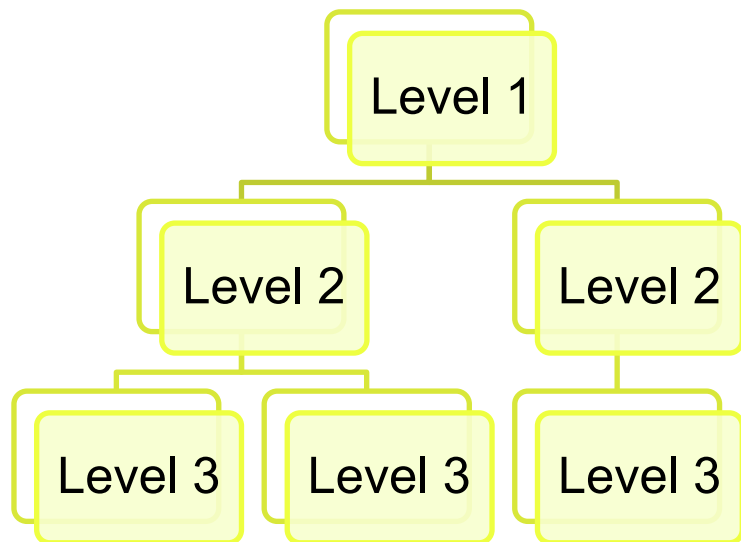
Leadership and Systems Thinking



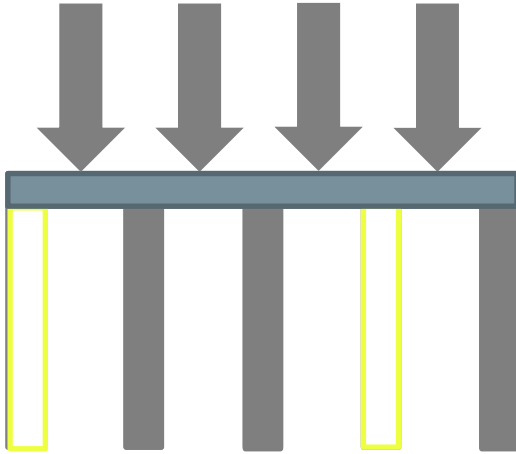
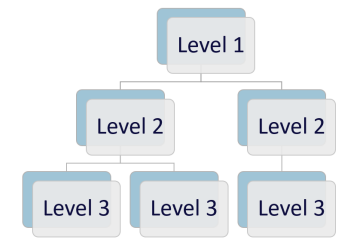
Broad Systems Thinking for Organizations



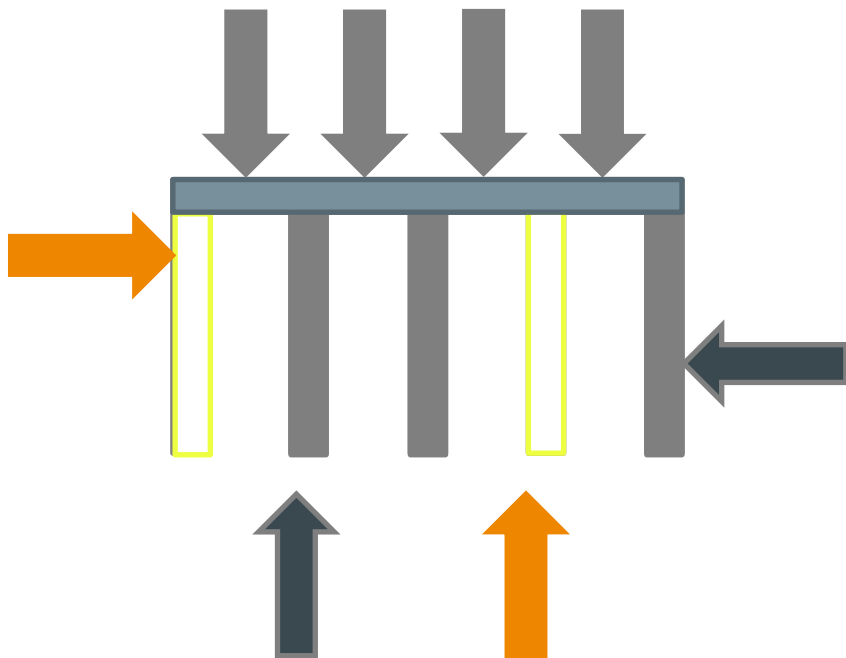
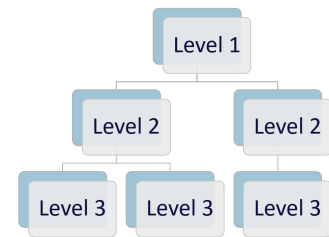
Interlocking Systems in Organizations



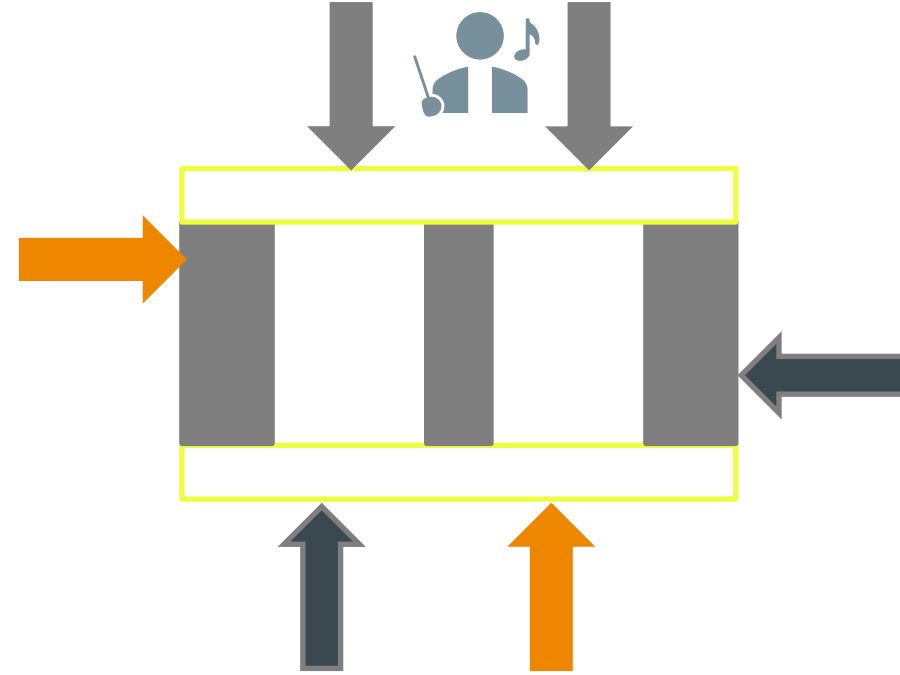
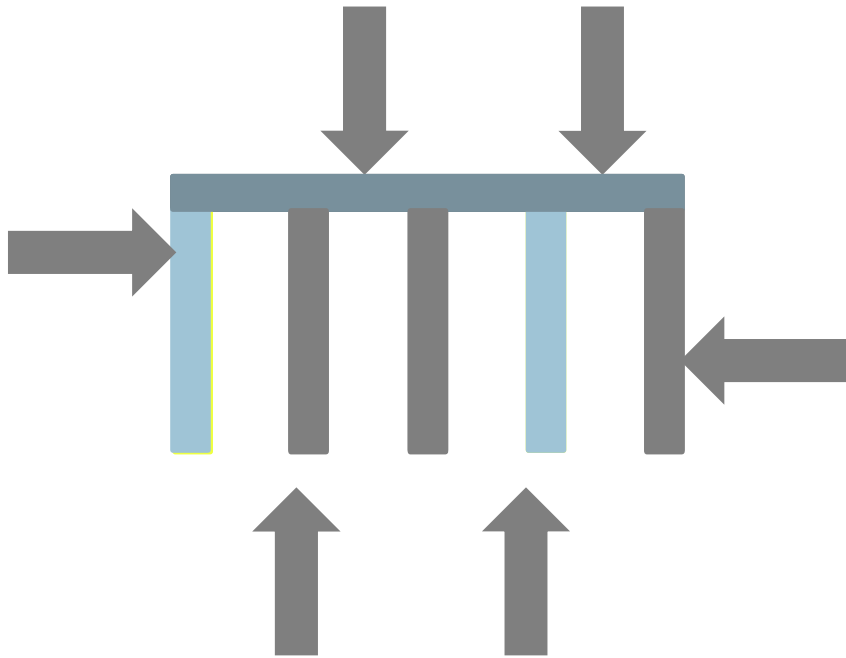
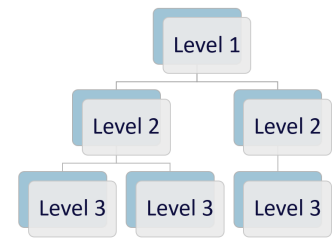
Interlocking Systems in Organizations



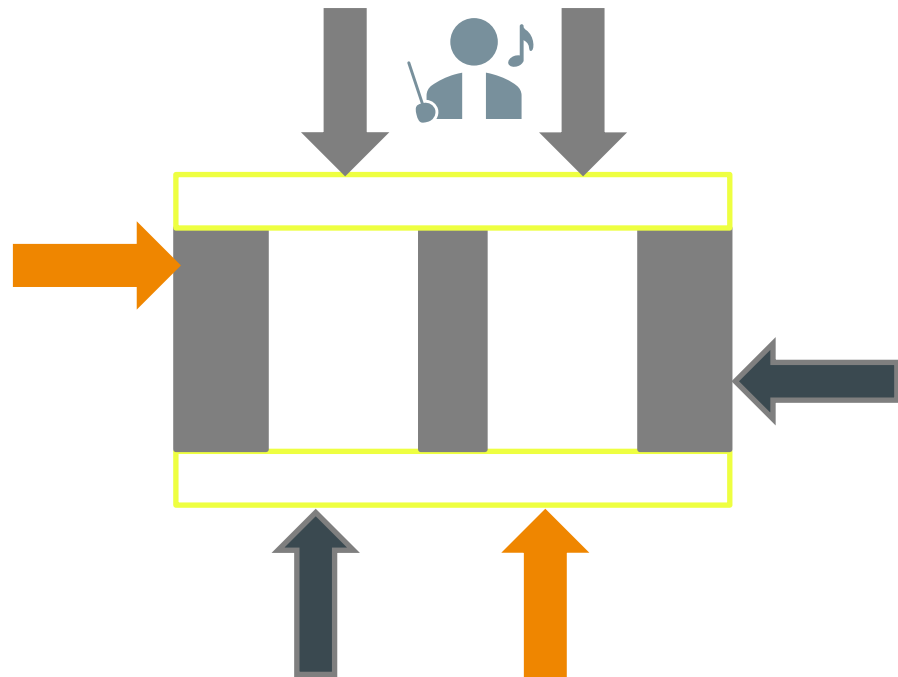
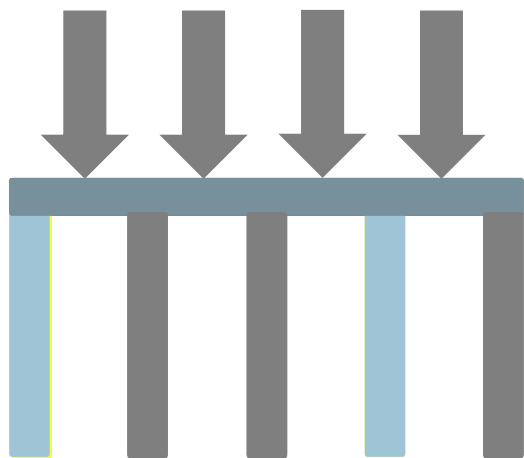
Interlocking Systems in Organizations



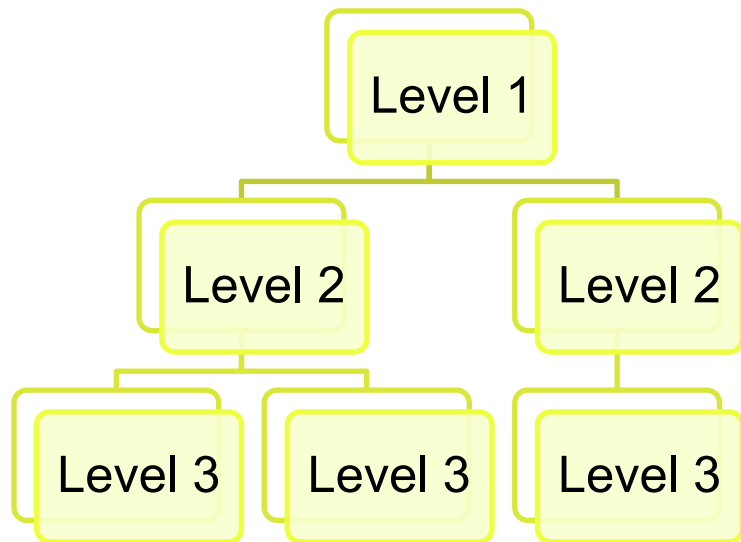
Interlocking Systems in Organizations



Interlocking Systems in Organizations



Interlocking Systems in Organizations



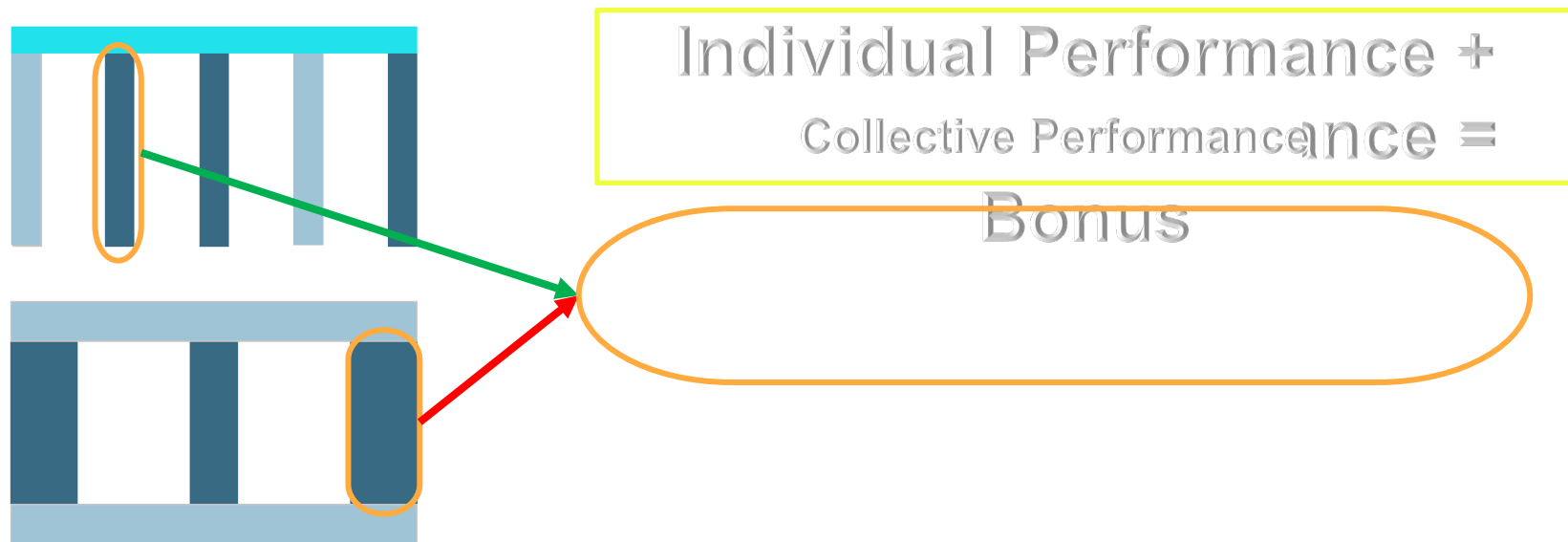
Individual Performance +
Collective Performance =
Bonus

Interlocking Systems in Organizations

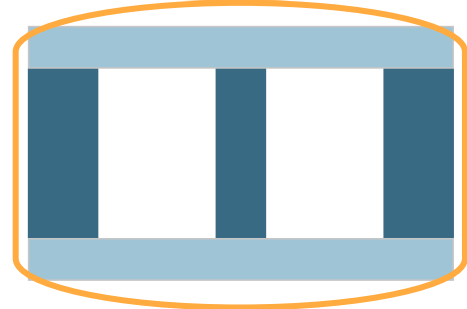
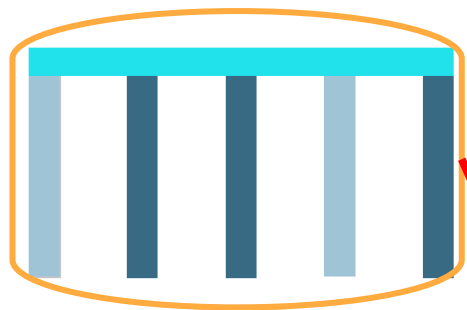


Individual Performance +
Collective Performance =
Bonus

Interlocking Systems in Organizations



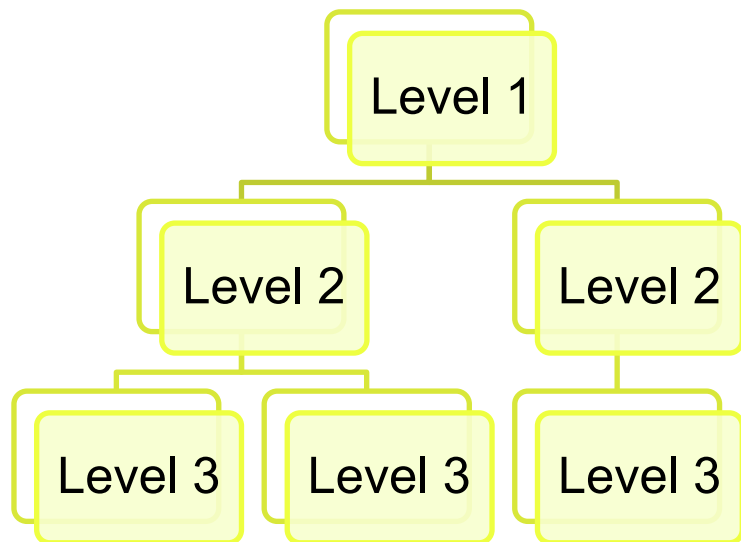
Interlocking Systems in Organizations



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

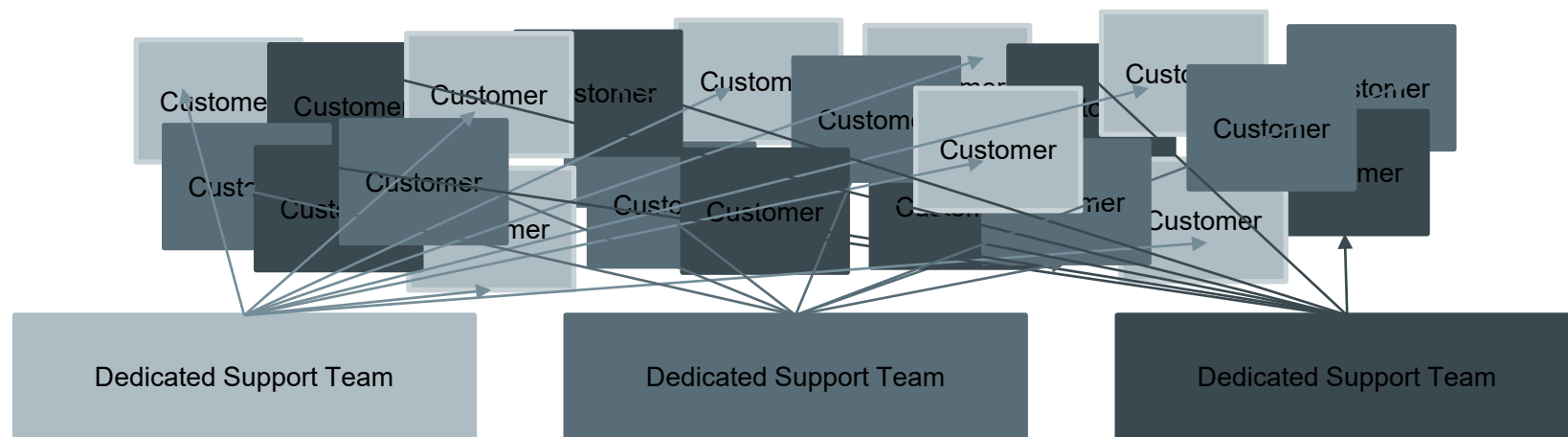
Dedicated Support Team

Dedicated Support Team

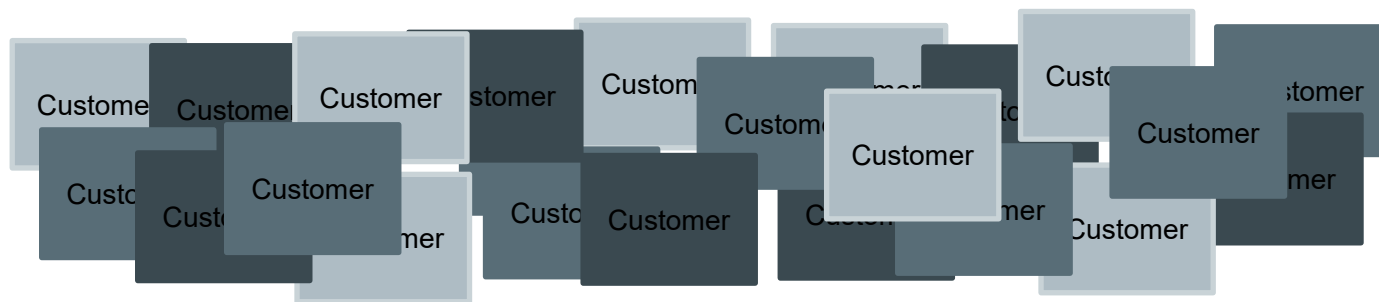
Dedicated Support Team

Customer Support
Dedicated to Specific
Customers

B2B -> B2C Pivot



B2B -> B2C Pivot

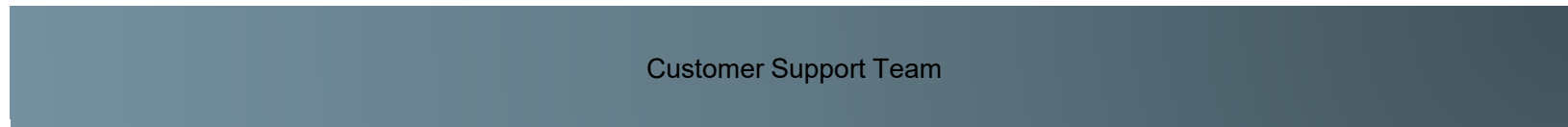
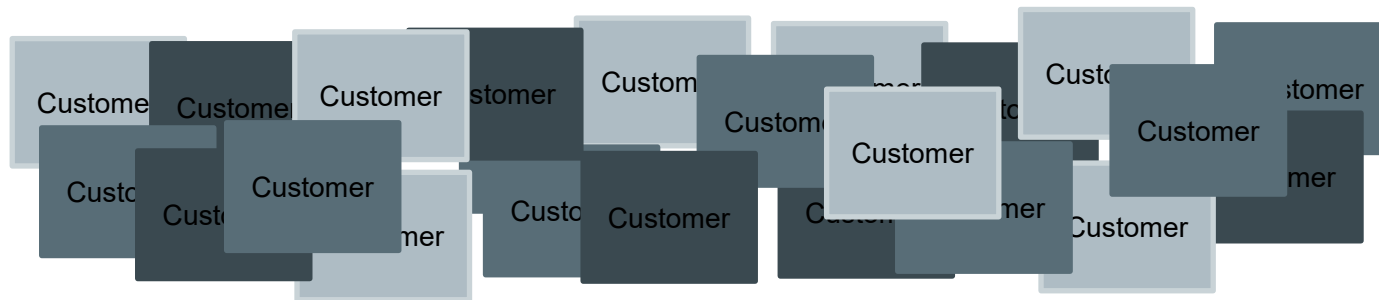
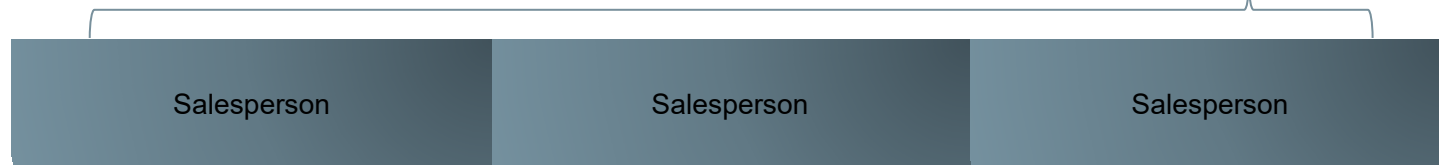


Customer Support Team

Customer Support
Becomes Generalized

B2B -> B2C Pivot

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

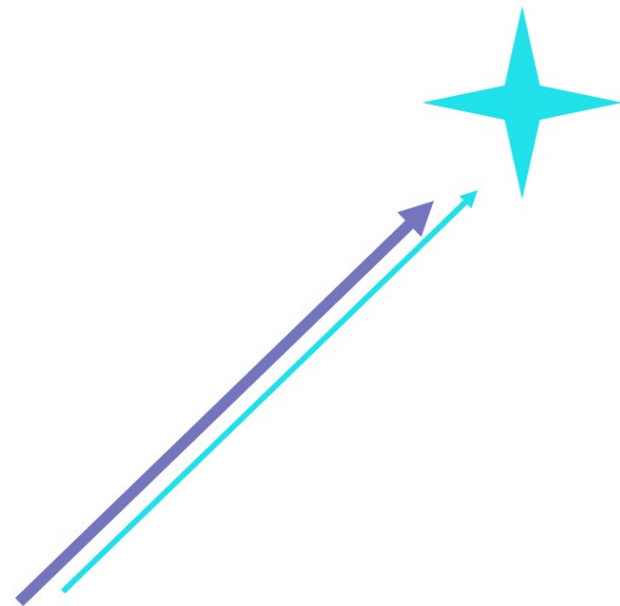


Customer Support
Becomes Generalized

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?

Belle Walker

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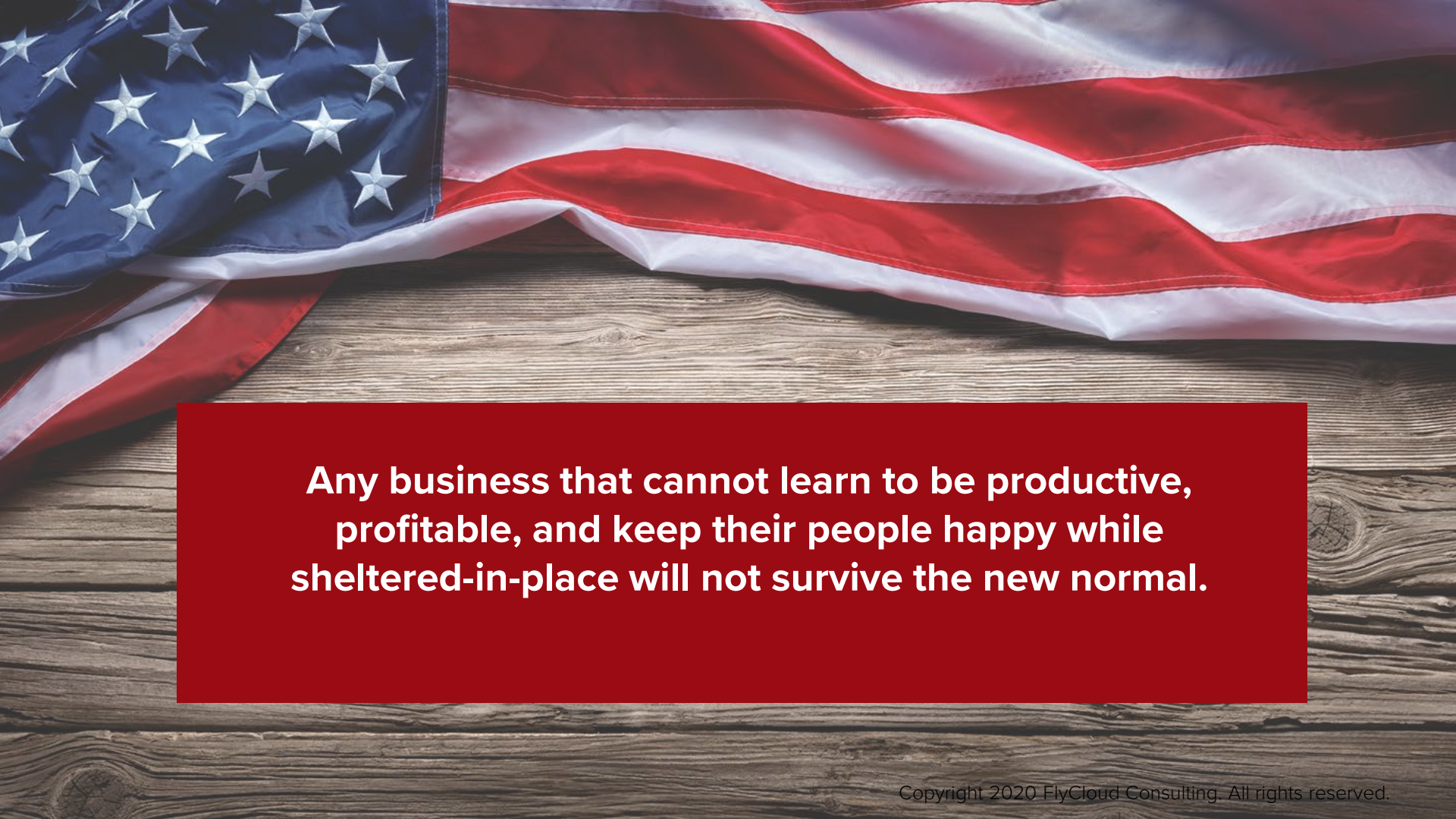
3

IT Is Oxygen

“Change is optional,
survival is not mandatory”

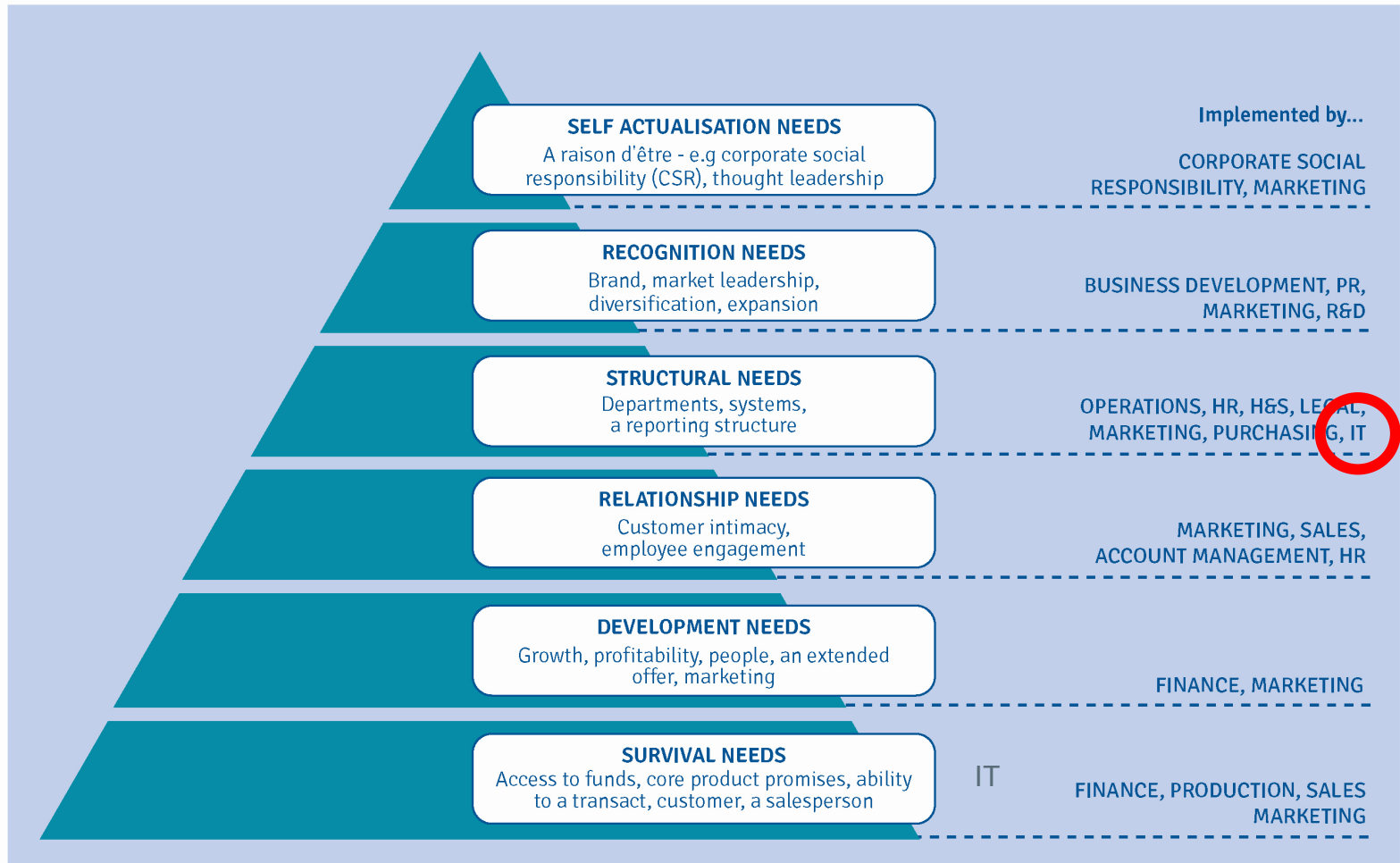
Robert Gillette
Outsourced IT Support

Endsight

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 wooden surface has a natural, weathered texture with visible grain and knots.

**Any business that cannot learn to be productive,
profitable, and keep their people happy while
sheltered-in-place will not survive the new normal.**





“IT” isn’t just the computers you use or the software you choose.

IT is the foundation on which you build your entire business.



No paycheck until next week...



No computers until next week...



**Most frustration around IT comes
from a misalignment on the
hierarchy of needs.**

IT Is Oxygen

Most Dramatic Changes:

- Flexibility
- Security
- Authority



IT Is Oxygen

Flexibility

- Rethink the physical space
- Larger places to gather as a team
- Standardize home *and* office equipment
- No one is coming back 5 day a week unless they want to



IT Is Oxygen

Security

- BYOD is dead... at least it should be!
- Every employee is a corporate office
- Integrity is an exhaustible resource
- Security is friction



IT Is Oxygen

Authority

- The Basement or the Boardroom
- Aligning jurisdiction and KPI's
- Sunk Cost & Status Quo bias



**Change is optional,
Survival is not mandatory...**



Thank you!

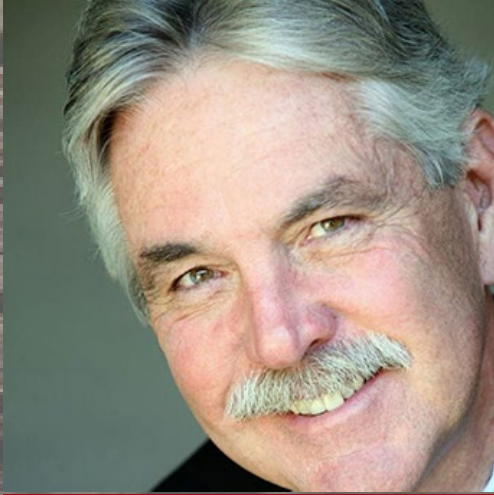
Any questions?



Robert Gillette
Outsourced IT Support

Endsight

Reach Out for More Help



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