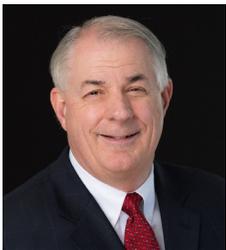




Adversity Creates Opportunity



Art Waskey

Art Waskey is a speaker who truly delivers. In addition to a 45 year career in sales and marketing, Art is the author of multiple books on selling and a monthly column *The Art of Sales*. He shares these insights as an in demand event and conference speaker as well as leadership coach.

The coronavirus outbreak has reminded us all that with adversity comes the challenge to find new ways of approaching our day-to-day lives. This is especially true in our jobs, which often require personal interaction. I am a sales consultant to a machine tool distributorship that has 7 salespeople who are now unable to make face-to-face contact with their customers and prospects. The company asked me to help find effective ways for its sales reps to utilize their time in this shelter-in-place world.

1. The Social Distancing Factor – Almost overnight, remote work has become mainstream. Companies around the world are encouraging their employees to work from home to prioritize the health and safety of their workforce and communities.

Messenger, Salesperson Opportunity – Spend this valuable time wisely

by focusing on a daily schedule and doing some deep thinking about strategic planning. Many forms of new technology are available for deployment. Are you and your company using them? Remember, there are recent examples of many companies who lost their competitive edge to other businesses when rapid change occurred: Blockbuster to Netflix, Eastman Kodak to the many digital camera devices including smart phones, Motorola to LG, Samsung, Sony, VIZIO, etc.

2. The Immunity Factor – We are staying at home to protect ourselves from an outside virus that can attack our immune system and cause serious illness. This has created a situation in which we can no longer participate in the traditional face-to-face way of doing business. We need to look for new and more efficient ways of selling products.



Adversity Creates Opportunity

Messenger, Salesperson Opportunity – Over a cup of coffee, one at his home and one at mine, I demonstrated how to use ZOOM to the owner of the tool company. We spoke via audio and video for over an hour on various business issues. As a result, I will be teaching his reps how to use ZOOM for appointments with their top clients. Virtual sales calls actually save time and expense. The average person to person sales call can be from 2-4 hours when you include transportation, waiting in the lobby, etc. From a home office, via online technology, a salesperson is able to make at least one call per hour without leaving his desk. By using new types of video communication it is possible to build a level of trust and rapport with a client in thirty minutes, whereas using more traditional sales call techniques may require weeks or months of your time.

3. The Rapid Response Factor – We have already experienced the impact of the internet and wireless communications on customer expectations. In the last ten years we have seen delivery times move from weeks to within a few days.

Messenger, Salesperson Opportunity – From my home office, I have witnessed at least 2 dozen vans making deliveries around the neighborhood in a given day. A large portion of these are next-day drop offs, the new norm. Out of concern for contracting the virus, our expectations for delivery of all kinds of items, like drugs, groceries, hardware, etc., have skyrocketed. Is your company ready to implement the delivery of its products, faster and more efficiently to meet customer expectations?

BIG TAKEAWAY

In this crisis, we are all experiencing rapid change. We need to pay attention and find ways to adapt.

The consequences of not taking advantage of these changes will leave you in the world left behind when the crisis is over.

We all need to work toward being part of a future that is better than the past. Be innovative, adapt, and stay well.