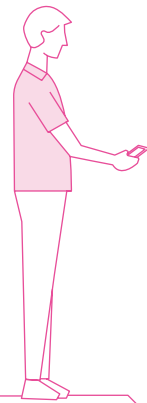


Cheatsheet: Ten tips for generating sales opportunities remotely



1: Less conversion, more conversation.

At a time when customers just want to make sure their businesses survive, they aren't going to be in the mood for a hard sell. Building up relationships over time, and striking the right tone, is the key to playing the successful long game.

2: Reach out with content.

Everyone is looking for guidance on what the future holds and what it means for their businesses. Helping inform their thought process with insightful content - be it written, audio or video - can create perceptions of expertise and thought-leadership that customers will appreciate.

3: Add the personal touch.

Personalisation was important in sales and marketing pre-pandemic, but it's even more critical now. Doing the homework on a lead's specific circumstances is the first step towards connecting them with offerings they need.

4: Play a bigger community role.

The pandemic has shifted customers towards supporting local communities - nearly 60% say they've used more local services and businesses during lockdown. Building a higher profile within the community should therefore generate new opportunities.

5: Empathise with Covid concerns.

In one way or another, virtually every business is suffering through the pandemic. Prospective customers, when dealing with sales executives, will connect better with those that understand their specific issues and offer a helping hand.

6: Communicate across every channel.

The old ways of getting noticed by leads won't necessarily be the best ones for the 'new normal', especially with remote working more widespread. Casting the net wider to include social and video collaboration tools may garner more attention.

7: Quality beats quantity.

Those who can't resist the temptation to desperately scattergun their contact base to gain sales are doomed to failure. Never before has a focused, refined approach that targets the right leads with the right solutions been more important.

8: Change up the offering.

Customers will want to know that a business has responded to the changing demands of the pandemic. Revamping products, solutions and packages in a way that meets new expectations can be an excellent way of delivering this response.

9: Strive to go the extra mile.

Leads and customers are working differently now. Sales executives also need to make alterations to suit, such as making contact at different times of day, or exploring more flexible delivery options as online purchasing continues to grow.

10: Upskill to meet new demands.

New ways of working and new customer desires mean a new set of sales skills may be needed. As much downtime as possible should be used for learning and education to reshape sales approaches.

