

Tough Times Ahead How Tough are Your Sales People?

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"The future is big with every possibility of achievement and of tragedy"

Alfred North Whitehead - Philosopher.



Covid - 19

A virus like no other which has challenged every country, every nation, every economy, every government, every human being on earth and the entire globe as a whole.



New Perspective

→ **01**
Every industry is disrupted.

→ **02**
Loyalty of every stakeholder, not only customers, is challenged.

→ **03**
We will have to pick up the pieces and move forward.

Tough Times Ahead

For some sit-tight and wait-see approach during tough times seems inevitable but not for results oriented organisations with true professionals. Adversity has no mercy on anyone, you have to meet it head on by being proactive with a positive attitude towards your profession as a sales professional.

During and post Covid-19 selling is gonna be tough and difficult mainly due to unkind economic circumstances unless a national wide economic bailout is gonna be offered by the government of Sri Lanka, which is very unlikely. The question is how to sell when no one is buying and no one wants to buy.



Shortsighted Approach

- Adopting a doom-and-gloom perspective
- Downsizing (Make the company lean and mean)
- Pulling back efforts in preparation because set backs are inevitable
- Cut the denominator (variable) of ROI, ROCE and RPS
- Declutter, delay, and divest
- Follow the path of greatest familiarity



Farsighted Approach

- Building new business.
- Creating new opportunities, opening new clients and closing more deals despite the declining markets.
- Turn the economic times to their advantage by creating stretch goals that challenge sales personnel to accomplish the seemingly impossible.
- Increase market share by reenergising and retraining sales force by re-defining their competency requirements.



Your competition may have chosen a gloom and doom approach, may be working with downsized and demotivated sales team

Start with your existing clients to protect what you have, increase your share, and be flexible. Re-look at your value proposition from their current perspective.

Go back to your lost clients - Demonstrate where you have changes that may have caused issues in the past. Offer flexibility to regain confidence.

Look for new clients - Go after your competitors' clients

Strategy - 01

Keep prospecting .





Does your value proposition reflect the current economic realities in your industry. Can you still call it a unique value proposition? Is it indisputable from your competitors' perspective? Well, it is time you re-look at what you offer and how it is perceived by your TGs.

Be empathetic with your clients. Understand their current situation from their perspective. How can your goods/services can help?

Differentiate your products and highlight the value you bring to address their pressing issues.

Offer testimonials from your top clients

Strategy - 02

**Redefine/Reframe your
Value Proposition**



Trust is what most of clients need during tough times, an ally, not just a supplier.

Show you are willing to compromise to keep the relationship. Reconsider your margins, and or payment terms.

Understand the entire business model of your clients and offer them alternatives. Protect them from potential traps and short sighted decisions they may make.

Adopt a 'Consultative Selling Approach' where possible

Strategy - 03

**Make 'Trust' as the
fundamental building
block of your relationship**



Your clients too may have priorities during this tough times. Responding to your correspondence may not be their priority. Take any delays professionally.

Mediocre sales people follow up poorly, or no follow up at all. Most of them just give up.

Make sustaining your relationship with customer/prospect while building trust.

Follow-up does not end after selling. Ensure customers are retained through proper after sale services.

Strategy - 04

**Follow up and persist till
you succeed**



During tough times positive attitudes can win a half of the battle. Focus on success rather than failures which will definitely spark frustration.

Your competitors may have a demotivated sales force, who knows? That will open up new opportunities for your sales people to grab. Tough times do not mean that they do not have needs/requirements.

Adopt a servant leadership style. Focus more on your sales people and their motivation.

Generate the positivity from the top and let it reach your sales people naturally.

Strategy - 05

Instill a Winning Attitude

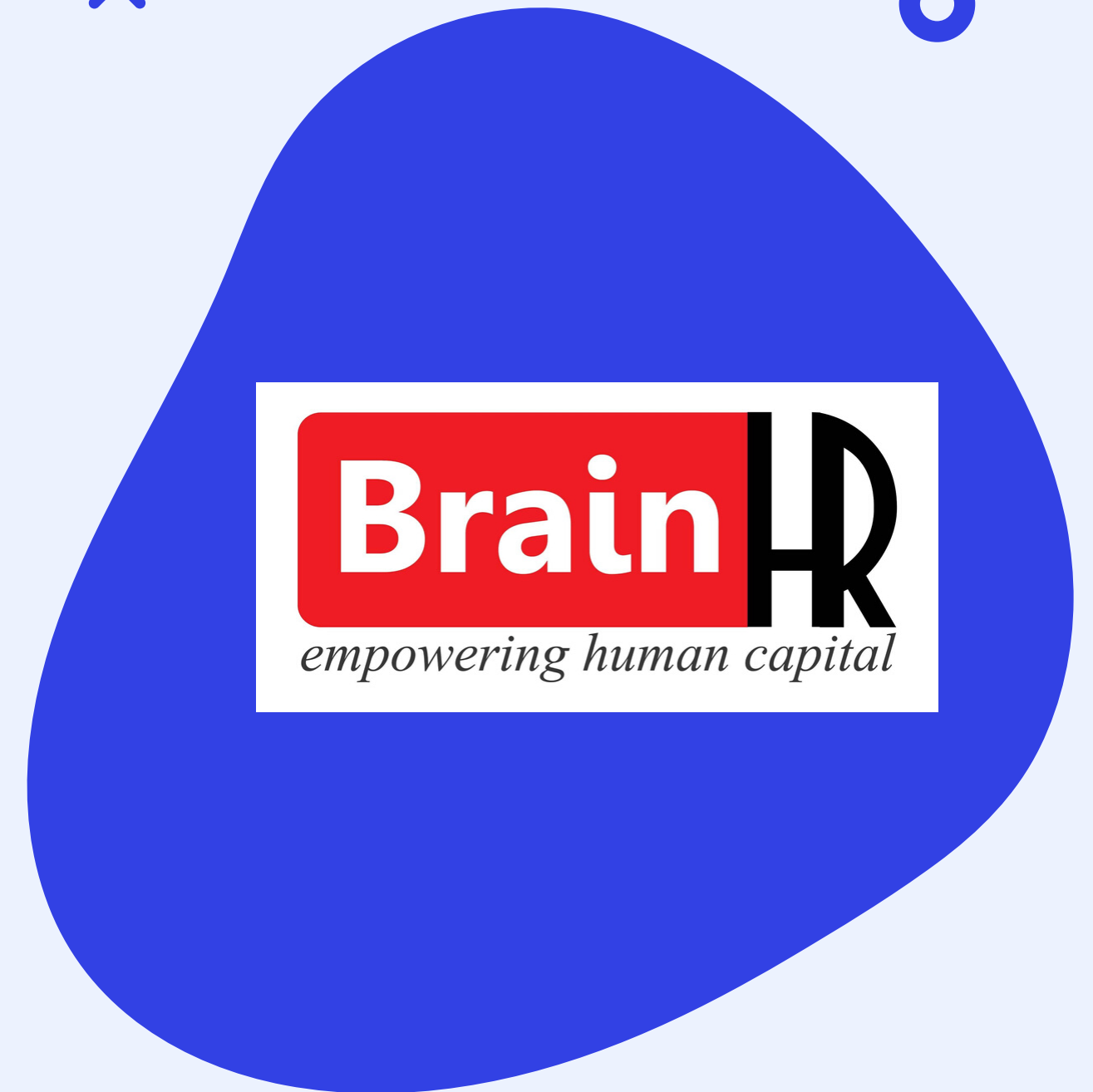


BrainHR

We are a fully-fledged, one-stop People Management Service firm, specialising in Human Resources and Human Capital Management. We offer a wide spectrum of services with the ultimate objective of expanding your business by enhancing the capabilities of your people. We envision being the preeminent HR service provider in Sri Lanka.

Our Capabilities

- Strategy and Leadership
- Talent Management
- Organisational Culture
- Organisational Structure
- Learning and Development
- HR Infrastructure



Message from CEO

"Your number one competitive strategy should be to have the largest share of industry core competence and make your employees a part of it by maximising the learning opportunities available to them. Invest in industry foresight through your employees by making each of them a business intelligence officer. Never forget the fact that your employees are a strong pillar of your strategic architecture and the value they create /bring onboard"

Shan Yahampath - CEO

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What is Next?

If you need to have brief presentation on this free of charge (during this tough times) please let us know through the contact details given below.



If you need to have an industry specific sales training or any other learning programs from our portfolio please get in touch with us on the contact details given below.





Contact Us



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