



STAY STRONG - WE WILL GET THROUGH THIS!

SALES TIPS TO SURVIVE COVID 19



Tips to Survive Covid 19

“Just like in an athlete’s development, raw talent needs guidance and education to mature and make a positive impact. No athletic coach would let someone loose without coaching and mentoring. Why should you be any different in your business?”

If you get one or two tips out of this list it has been worth your while to read.

No 1 job is to survive

- 3 months cashflow minimum on hand at all times.
- The way through this is sales. Sell your way through it.
- Don’t feel guilty about selling today.
- Keep building and focus on personal relationships.
- Take **extra** care of your customers now and they will take care of you later.
- This is a time to build loyalty.
- Stay positive, if you need help – ask. It doesn’t mean you’re weak
- Get your brain focussed.
- In your Marketing: Show Compassion, Show Urgency,
- Don’t retract be Proactive.
- Don’t Panic, Plan.
- Maximise Margins.
- Take this opportunity to re-adjust things that are not working.
- Self-Improvement is more important than ever now. Use your time wisely, don’t choose Netflix over education – when this is over you won’t regret it!
- If you are now working from home, it is important you stay in your daily routine.
- Keep the selling process simple.
- Develop new ways to communicate with your customers like Zoom Video Conferencing
- Set up **DocuSign** to have a smooth contactless contract option for your customers
- Speed counts more than ever now.
- Use Empathy, Permission, Question
- Don’t Negotiate over Email, do it on the phone or via Video Conference.
- Show the value in the investment and ROI, as every dollar matters right now.

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