

THE FUTURE OF BUSINESSES AFTER CORONAVIRUS

**WHY INVESTING IN
MARKETING & SALES
WILL BE MORE
IMPORTANT THAN EVER**

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CORONAVIRUS AND THE WORKPLACE:

WHAT WE KNOW SO FAR



With the spread of COVID-19 affecting our daily routines, the world as we know it has changed forever—and not just in our personal lives. From economic hardship to new workplace principles, businesses all over the world will now need to learn how to adapt to this new way of life in order to survive. So, what does this actually mean for you and your business? Read on as we outline important ways your business needs to adapt in order to not just survive, but thrive in the coming months and years.

It is clear that the pandemic is far from over, and we still have a lot to learn about how it is affecting us. Based on recent studies, entertainment, tourism and businesses that sell luxury goods are seeing the biggest negative impact, while marketing and telecommunications are seeing the biggest positive impact. What does that tell us? We now know just how important virtual communication is to us in our daily lives, and we will need to find new ways to carry out outside sales. These findings are key to creating a sustainable revenue stream.

In order to define the steps your business needs to take to continue growing, we will need to look at how what we have learned so far will affect your business. For starters, your business will need to implement digital tactics in order to support this new way of communication.

That means supplying your sales team with digital lead generating tools such as video conferencing and telemarketing. Both of which will need to be as engaging for clients as possible. And although digital seems to be the new way of life, adapting to new in-person protocols will be just as important. It is no longer as easy as shaking the hand of your neighbors to gain local visibility.

You will likely need a team of professionals who thoroughly understand and can properly execute the safest ways to continue field sales.

With everything that we know so far, one thing is certain: you will need to adjust your business strategy to fit the current climate in order to prevail. The key is knowing exactly what parts of your strategy need expanding and what need condensing. That brings us to how your business can transform current digital tactics to assist you through these tough times.

HOW YOUR BUSINESS CAN ADAPT DIGITALLY

It may be the most talked about subject right now, but it sure is important. Digital has always been a crucial part of any successful business, and now even more so. Your clients are looking for ways to continue their lives in the safest ways possible, which is why they are relying on digital so heavily. It gives them a contactless way of getting what they need, which means you will need to offer that if you don't already. And if you do offer that, you will need to make sure it is as easy-to-use as possible so you do not run the risk of losing new leads.

To begin adapting, start by implementing these top four digital tactics in order to stay relevant to your customers.

1. For starters, you should look at tweaking your digital messaging to fit the current climate. This can be done on your e-commerce site, automated email campaigns, display advertising or your social media channels. All of which give your business a chance to let your

audience know you understand what they're going through. Consider offering a unique promotion to support frontline workers or letting your customers know how you're giving back to the community, whatever you choose, it should focus on supporting your customers.



2. Ramp up support spent on engaging with your audience. Reply to all comments and reviews on all of your digital platforms in order to create an open discussion between you and your customers. This will ensure your customers are getting the customer service they need virtually. To go a step further, reach out to customers personally over the phone for a one-to-one interaction to make them feel even more supported, which can be achieved with the help of a telemarketing team. This is especially useful for warm leads that may be close to converting but need that extra step.
3. Don't stop investing in everyday initiatives you're already doing like SEO and paid advertising. In fact, it's smart to invest as much as you can afford right now. While your engagement and conversion metrics may be down at the moment, they will bounce back eventually and you'll want to be ahead of your competitors. Plus, paid spend is more affordable than ever, making it easy to gain more eyes on page one of search engines. If you stop these strategies now, you'll be behind by the time the economy bounces back.
4. Create a more personalized experience for your customers. The closer you can get to one-to-few contact rather than one-to-many, the better. While this can be achieved in a number of ways, research shows that personalized email campaigns receive 29% higher email open rates and 41% higher click-through rates. Besides email, you can become personalized with your social media ads and lead generating tactics. This strategy will help combat the negative outcomes of less face-to-face interactions.

Adapting to these tactics will set your business up for success and give your customers the touchpoints they need to continue down the sales funnel and feel confident enough to purchase.

THE FUTURE OF FIELD SALES

Whether you have internal or external sales members, the first priority when opening your business back up is to keep your team and clients as safe as possible. The Center for Disease Control (CDC) has published strict guidelines that both the public and businesses need to abide by in order to prevent the spread of the novel coronavirus.



Assembling the recommended resources for your sales team is key to supplying both them and your clients with confidence. Unfortunately, it will come at a cost to stay within these guidelines. That's why contracting out a field sales team can give you the reassurance you need to continue growing your business without the hassle of ordering an excess amount of goods needed such as gloves, masks and hand sanitizer.

Just as you can imagine, it will take some time before field sales gets back to normal. Those with health risks and the elderly will be less likely to want to communicate face-to-face—it's the unfortunate reality—and businesses are using remote forms of communication whenever possible. So, what will the future of field sales look like? We have an idea.

Field sales is apt to become even more successful than before. How is that possible? Well, when you consider the fact that marketing and sales is moving online, there will be less outside sales competition than ever. With less competition, your sales pitches will be more effective and lead to more conversions as they will be much more unique compared to the dozens of digital pitches potential clients are getting on a daily basis. A physical interaction will be much more refreshing to your clients and more apt to gain your respect. The only caveat is instilling safety measures.

Your sales team needs to come equip with proper safety gear like masks and gloves—enough to share with your potential clients as well.

Above and beyond these resources, your team will need to be supplied with their own presentation tools to prevent direct contact. This might mean posters, presentation software or marketing materials.

Besides altering your old sales methods with safety protocols, you'll need to be prepared for clients who prefer digital methods. That's why video calls will become an important part of field sales. Though different than traditional methods, video conferencing provides that face-to-face contact without the risk of physical interaction. Plus with tools like screen sharing, you'll be able to convey everything you would during a regular outside sales meeting.

Will field sales look different in the future? Most certainly. But that doesn't mean it will be obsolete. In fact, it's one of the few sales strategies that will come back stronger than ever.

THE FUTURE OF TELEMARKETING

So, you're keen on adopting new digital and field sales tactics, but how about your telemarketing strategy? It's a tactic that will be absolutely crucial for any business to be successful, which is why you need to determine how much you're willing to invest in it.

It has never been more important to implement telemarketing into your marketing plans. In fact, you should consider ramping up this part of your strategy whether you're already doing it or not. This touchpoint is instrumental in pushing warm leads to ultimately convert. The key to ramping up your telemarketing is to find affordable ways to do so.

Hiring on additional staff members can be an expensive endeavor—not to mention a permanent one. There's no telling just when things will go back to normal, which is why having flexible help when you need it is a smart option. This can be done by contracting help with a relatively short



commitment period. This gives you the ability to adjust your strategy in a few months to make sure it is still effective and fiscally responsible. You can also consider using some of your existing staff as telemarketing specialists for the time being. That way you can keep your staff and get some extra helping hands.

Similar to how field sales will likely be turning to video conferencing, telemarketing will also likely be doing the same. With any good telemarketing strategy, multiple touchpoints are key. Use email, phone and video conferencing to your advantage throughout each touchpoint. Consider hooking a client with email first, then follow up with a call and, if they're interested, consider a video call to seal the deal.

The future of telemarketing will be more versatile than ever and may adopt new tools for better communication tactics. The best way to find out what works best for your business is to test out as many different strategies as possible and measure the effectiveness of each.

THE DOS AND DON'TS OF INVESTING

When looking at the investments your business will have to make, you'll also need to look at how you'll afford these new investments with a likely hit to your revenue stream. So, where do you add staff and where do you condense staff? It will depend on your pain points.

If you've decided that investing in marketing and sales is the right move for your business right now—which you should at least consider—then affording these new necessities will take some brainstorming. Laying off staff is the last thing any business wants to do, so reducing your costs in less important parts of your business will be key. Here are some dos and don'ts when looking at cutting costs in order to contain your current staff while investing in new marketing tactics.

Do try to cut printing and office supply costs as much as possible. You'd be surprised how much tangible resources are wasted on a daily basis.

Don't cut your marketing budget unless you absolutely have to in order to survive.

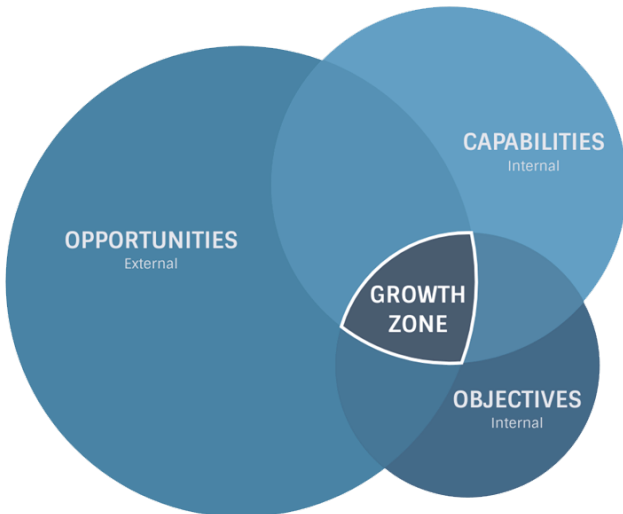
Do narrow your office space by switching to remote working to reduce lease and energy costs.

Do evaluate any financial expenditure rates to ensure you're getting the best deals and not wasting money.

Do ask for small business grants or low interest rate loans when you can.

Don't lay off staff right away. If it comes to it, put some employees on temporary leave until you're back up and running or rotate which employees work.

The future of business after COVID-19 looks different, but with the right tools and resources your business will be able to get through these tough times. The important thing to keep in mind is that setting up your business for success now will allow your business to excel when the world gets back to normal.



**LET'S MAKE
YOUR SALES
TARGETS A
REALITY.**

ABOUT US

Sales 4 Results is a global sales and marketing consultancy that possess the experience and academic knowledge to help and support businesses to achieve their goals. We are one shop stop for all of your customer acquisition and retention needs.

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