

CHECKLIST: LEADING SALES TEAM DURING CRISIS

1. PLANNING	DESCRIPTION	✓
a) List down top 3-5 priorities during the crisis		
b) Assess risk to the sales organization <ul style="list-style-type: none"> a) What are the risk to sales revenue/ cash flow in term of impact and duration? b) What other KPI are affected? c) Consider scenarios planning e.g. best and worst scenario 		
2. EXECUTION	DESCRIPTION	
a) During MCO What are the key objectives for sales and marketing team to achieve together? List down activities required for the sales team, E.g. of objectives or activities related to <ul style="list-style-type: none"> ▪ Tele-sales <ul style="list-style-type: none"> ✓ Products (selling or education) ✓ Collection ✓ Services/ support ▪ Capability building <ul style="list-style-type: none"> ✓ Sales skill ✓ Product knowledge ✓ Account planning ▪ Preparation for business <ul style="list-style-type: none"> ✓ Leads generation ✓ CRM build/Clean ✓ New-go-to market e.g. Online ✓ New sales pitch –more relevant 	Objective1: _____ Activities: _____ a) _____ b) _____ Objective2: _____ Activities: _____ c) _____ d) _____ Objective3: _____ Activities: _____ e) _____ f) _____	
3. During - After MCO <ul style="list-style-type: none"> a) Face the number reality <ul style="list-style-type: none"> -Review sales forecast for Quarter 2, 3 and 4, identify a new <u>stretch</u> and <u>achievable</u> sales goal b) Review on your existing business plans to consider: <ul style="list-style-type: none"> ✓ What are still valid? ✓ What new challenges or opportunities emerge? ✓ How to reengineer or solutions/ offer? ✓ How to overcome customers' access? Products' access ? ✓ Adjust your business plan and align across c) Review on sales quota and new sales drivers <ul style="list-style-type: none"> a) Determine any adjustment on incentive plan required or affordable to drive new behavior and result 		

<ul style="list-style-type: none"> b) What are the new sales behaviors required (e.g. new selling approach), any support or training needed c) Execute on mitigation plans e.g. changes in field force planning 		
<p>3) Moving forward</p> <ul style="list-style-type: none"> a) Review your next 3 years strategies plan b) Identify new ways in engaging customers and channel partnership c) Assess your organization’s strength <ul style="list-style-type: none"> -Culture -Sales people Capability d) Provide training and support 		
COMMUNICATION TIPS		
<ul style="list-style-type: none"> 1. Clarity: Relevance and motivating <ul style="list-style-type: none"> a) What do we need to focus during MCO, after MCO and moving forward <ul style="list-style-type: none"> -List down the priorities, objectives, align actions required - Set expectation - Explain how you are going to support them in execution b) Set a positive Leadership tone to motivate problem solving and accountable mindset 2. Consistent <ul style="list-style-type: none"> a) Repeat the same messages in every opportunities that you have b) Share the same messages to key stakeholders beyond sales team eg marketing, logistic, operation or customer service team c) Reward the right behavior and motivates others to follow 3. Transparent <ul style="list-style-type: none"> a) Be authentic and share the reality to the team b) Be clear why we need to do something, what you know, what you don’t know, and what you are doing to learn more. c) Have two ways communication and listen to what concerns the team’s member have and provide support as needed 4. Timeline – Frequency and planning <ul style="list-style-type: none"> a) Establish clear communication structure – How often and when to have what meeting b) Frequent communication shows that leaders are following the situation and adjusting their responses as they learn more 		