

# Selling in a crisis

## Coronavirus / COVID-19

One way or another, everyone is being severely impacted by the coronavirus pandemic. Everything that was certain has become uncertain. Businesses and individuals have been hit incredibly hard. The impact on most sales teams has been exceptional. Many are paralysed at home with nothing to sell, asking themselves, **'What on earth are we going to do?'**

### For many, there are two responses:

- 1) Passive behaviour due to anxiety about contacting clients who don't want to be sold to.
- 2) Aggressive behaviour due to pressure to hit numbers or concerns about their own job.

At Flume Sales Training we believe that the biggest mistake that sales teams make is to look at everything from their own perspective and not the client's. Shifting perspective drives everything we do at Flume. So, let's step into the shoes of your clients. What do they need to get through this incredibly tough time and how can you work together to help them?

B2B buyers are more risk averse and will be facing uncertainty both in and outside of work. There will be anxiety and lots of emotion. More than ever, they will be more focused on themselves and asking, 'What on earth am I going to do?' They too have become paralysed.

All your clients want is a way through this incredibly uncertain time. Unfortunately, most salespeople either shy away from a conversation completely, or, insensitively wade in and push their products. Neither of these approaches helps the client at all.

In good times, 53% of why a client will choose you is because of your sales experience. In this time of uncertainty, this is going to be dramatically exaggerated. They will work with the sales teams who approach things in the right way and for the right reasons, and they will definitely remember those salespeople who approached things in the wrong way.

The best way to overcome anxiety is with a plan. So to help you navigate this challenging time, we have created a sales pathway and set of rules for you to follow.

**We won't get through this with passivity or aggression, but with assertiveness. Focus on your client's goal in order to achieve your own. Have a stance and communicate clearly.**

### SALES PATHWAY

#### 1) Agree your purpose then laser focus

Step into your client's shoes and ask, why should you exist right now? What is your cause? What do you want to be known for when you come out the other side of this? What cause will your clients genuinely care about that you can help with?

#### 2) Shift to your client's perspective

What help do they need right now? How can you help them get there? What new innovative approaches can you create that would help your clients solve their urgent issues right now? What approaches can you create which will help your clients through this crisis?

#### 3) Consider how to position your proposition.

Ensure your team are stating their purpose; focusing the client on how they want to come through this tough time before collaborating with the client to help in every way they can.

### RULES TO FOLLOW

#### 1) Be empathetic

Think of everything from your client's perspective. Consider what they won't respond to and what they do need from you. Personalise your approach to them in their role and help them feel secure and confident. Help them and they will help you.

#### 2) Be purposeful

Acknowledge the client's situation and state your purpose. Right now, thinking day-to-day breeds uncertainty. Your sales team's role is to create certainty by moving your client's focus further into the future. Align your objectives and collaborate to help them through this time.

#### 3) Be valuable

Every conversation needs to be worth paying for in itself. All your clients care about is getting through this, but no one knows what is, and what isn't going to work. Your team have a unique opportunity to learn and then share stories of successes and mistakes. Your team needs to focus on offering new ideas and perspectives that will help your clients as to how to navigate this tough time. Don't sell, help.

### ADDITIONAL SUPPORT:



Company page: [/company/flume-training](#)  
Group: [Media & Events: Selling in a Crisis](#)



Company page: [/flumetraining](#)



[/flumetraining](#)



[@flumetraining](#)



[flumetraining.com](#)