

# Sales In Action 2020

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@PAPASTRATOS



The background features a dark blue color scheme with a network of glowing nodes and connecting lines. Several hexagonal icons are scattered throughout, including a bar chart, a pie chart, a gear, and a circular flow diagram. A large white circle on the right side contains the main text.

# 4 Phases to Transform within Crisis



# #1

## Shock Phase



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# #2

Big

Consumer

Shifts





**Re-purpose**  
**500**  
**employees**



**INVEST ON  
NEW SKILLS**

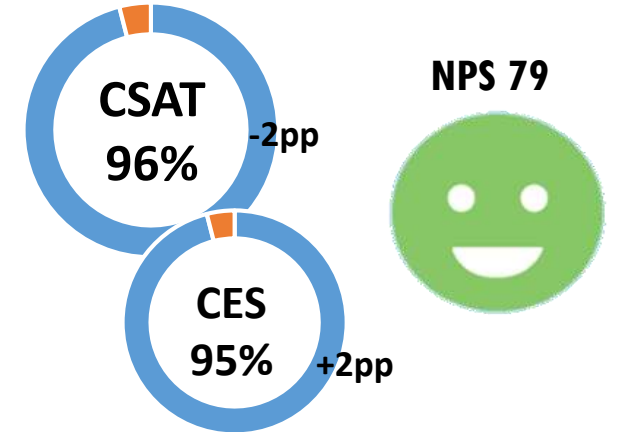


# Next to our Consumers

**x2,5**  
**INBOUND CALLS**

**+400%**  
**ONLINE ORDERS**

\*24hour delivery for 80% of total orders



**x3,5**  
**INSTANT MESSAGES**

# #3

## The New Normal

NOT  
TODAY  
#COVID19





αντισηπτικό  
χεριών

μάσκα

γάντια

εδώ πετάμε  
τις μάσκες και τα γάντια

**COVID SHIELD**



# #4 *"It's all about the future"*



# Towards **Consumer** **Centricity**



Contingency  
Plan



Safety &  
Development



New  
(Digital)  
Normality



Liquid  
Organization



COMPANIES DON'T  
CHANGE INDUSTRIES.

PEOPLE DO.

