

ERICSSON SALES ENABLEMENT IN TIMES OF COVID

A woman with her hair in a braid, wearing a black and white striped long-sleeved shirt, is seated in a light grey armchair. She is looking towards the left. Two young children are sitting on her lap. The child on the left is wearing a yellow and white striped shirt and is holding a tablet computer. The child on the right is wearing a black and white striped shirt. In the background, there is a framed picture of a horse on the wall and a black floor lamp with a white shade.

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Companies looking ahead



REACTION

Address the immediate challenges posed by COVID.

Short-term crisis management



ADAPTATION

Adapt to the current new normal, e.g. new products or services, new target markets, digitalisation.

Prioritisation - a strategic view



RECOVERY

Implement the rethink and recovery plan as social and economic conditions permit.

Growth through implementation



Re-action and Pro-action



PRO-
RE-

ACTION

