



# Sales In Action

Navigating Through the Storm

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# Organizations' focus will change in the three stages of journey to recover from Covid-19 impact

In the first stage of Slow down, the focus will be on ROI due to declining revenues and increasing cost



In the recovery stage, it will be all about accelerating digital trajectories

In the second stage of recession, the focus will move to maintaining balance between financials and operation resiliency; building digital capabilities for people and supply chain management

Source: IDC 2020 COVID-19 Brings Laser Focus on ROI to Digital Investments

# The Four Rs of the B2B Sales Response

← Immediate value realization ————— Sustained, longer-term impact →

## RESPOND

Must-dos in the next  
2 to 4 weeks

- Support customers' immediate needs such as products and pricing
- Shift to digital communications and remote channels
- Monitor and reprioritize sales, liquidity, supply, and service agreements
- Arm teams with remote-selling tools and battle cards

## REFLECT

Build your medium-term plan  
for the next 3 to 12 months

- Revisit business plans and scenarios
- Track the pipeline and deal risks
- Review the sales team with HR and tweak
- Revisit customers and reprioritize needs by segment
- Scan the competitive landscape to spot opportunities

## REIMAGINE

Lay the foundation to gain  
momentum

- Digitize your go-to-market strategies
- Update your offerings and pricing
- Rebuild the foundation in terms of data and CRM
- Track emerging trends and execute in an agile way

## REBOUND

Accelerate strategic initiatives to  
win the new normal

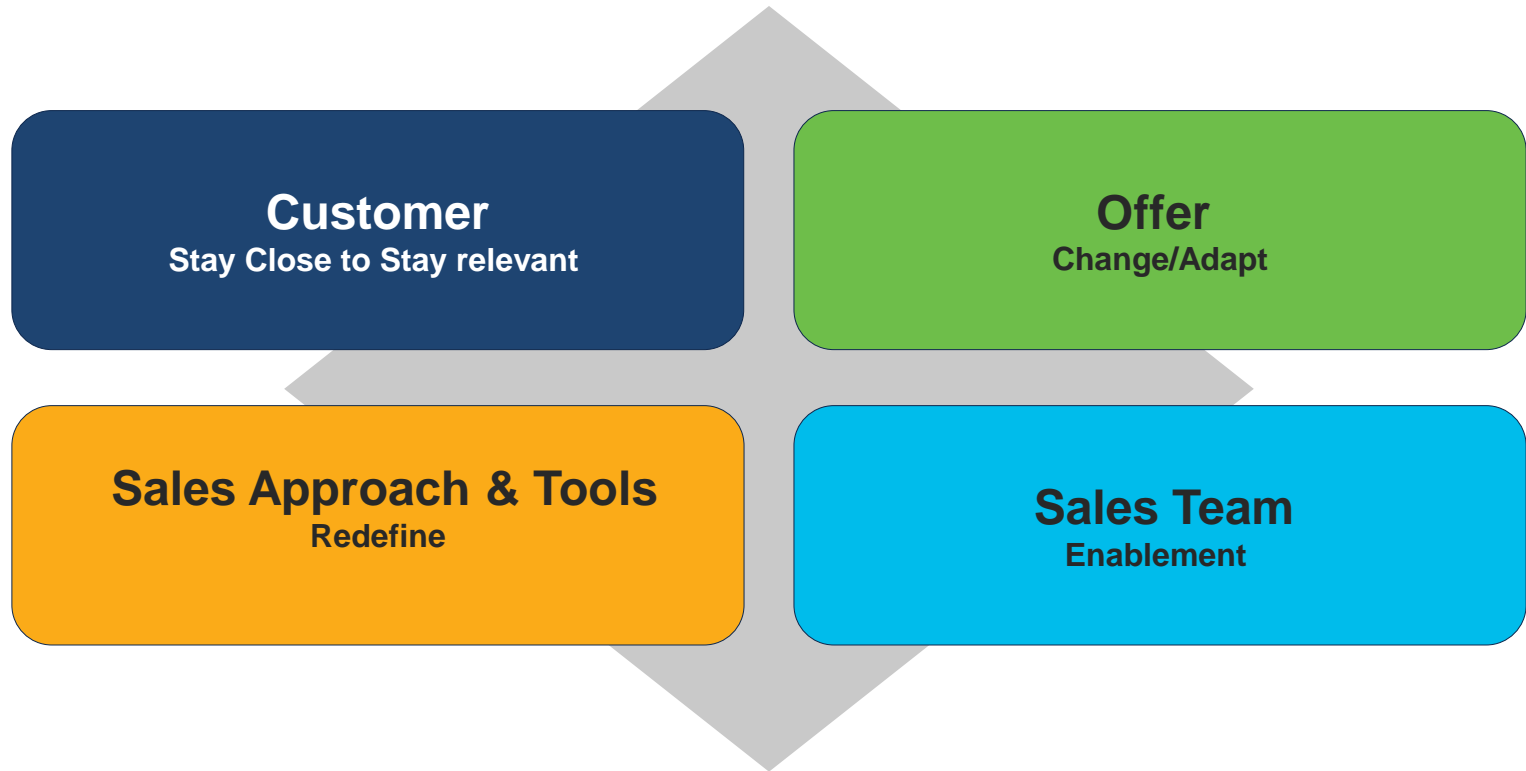
- Scale e-commerce, digital sales, and inside sales
- Personalize account engagement with joint marketing and sales tactics
- Deploy agile teams and conduct value-focused sprints
- Set up artificial intelligence and machine-learning capabilities for pricing

## SET UP A VIRTUAL COMMERCIAL WAR ROOM

Create a cross-functional team to first execute rapid responses and then to identify, prioritize, pilot, and scale longer-term digital initiatives

- External actions
- Internal actions

# B2B Sales Dynamics



# What Cisco is Doing



## CUSTOMERS

- Free offerings and cloud-based services across Webex, security solutions and networking
- Business continuity
- Months of pandemic preparation
- Managing contingencies
- Confidence and commitment to delivering on customers' needs



## EMPLOYEES

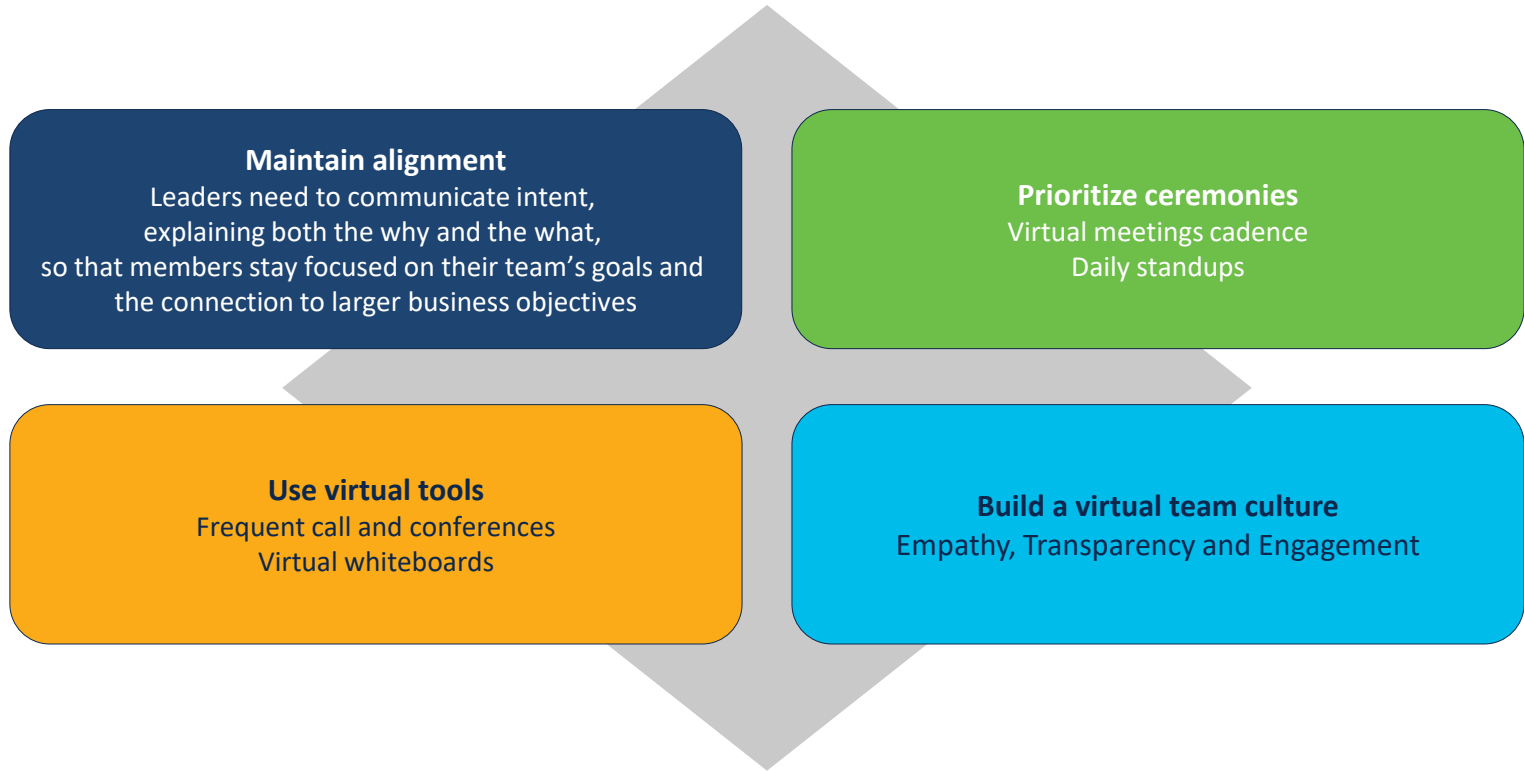
- Access to the best available medical support, emergency time off
- Commitment to paying our hourly workers full pay
- Mandatory global work from home policies
- Limited, postponed and suspended global travel & events
- Weekly Global Call with all employees



## COMMUNITIES & GOV'T'S

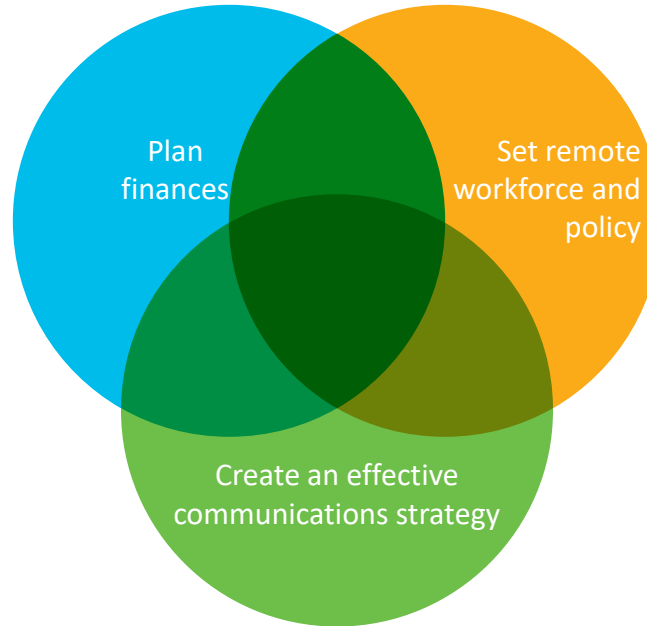
- Committed over \$230M to global COVID-19 response
- Giving away free Webex video conferencing to support our first responders, connect isolated and at-risk people with their families, and keep students learning
- Providing millions in cash to local non-profits supporting the homeless community and families who are food insecure
- Country Digital Acceleration program funding
- Employee giving campaign – “Let’s Give Together”

# Teams align around the company's overall purpose, strategy, and priorities, and have the right cultural values



# What can small businesses do to cope with coronavirus outbreak?

Management on cash inflow and outflow since small business remain cash trapped most of the times



Building technology infrastructure and flexible work options for employees based on nature of work

Effective and transparent communication with employees, vendors and customers about the crisis and how your company is planning to deal with it



