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June 2020 Monthly Sales Tip

Proper Messaging and Virtual Learning are Mission Critical to Engage and Connect with your Customers!

Greetings Sales and Service Professionals!

Well, things are happening in my world again...how about yours? Business as usual as many are returning to work and adapting to the changes being made to practice safe work practices. I've been on a mission over the last month investigating, researching and participating in as many virtual learning events possible to better educate myself on how to make the digital transformation from Instructor-Led Training (ILT) to virtual. Here are some of my findings that are paramount to all of us.

Remember, constraints lead to business opportunities and innovation, no matter what business environment you're in. The key is how to optimize these opportunities that bring buyers and sellers together. Currently, 76% of sales reps are not hitting quota. Many sales development reps (SDRs) are working remotely which adds to this dilemma as they fight the battle of attracting prospects versus chasing prospects. Email engagement is way down with customers, so we have to find different approaches to stay connected. Add to that, the pandemic issues have raised anxiety through the roof, causing the stress loads to explode. The reality is people are craving engagement right now and are looking for ways to connect with each other, internally, as well as with our customers.

Sales and Service teams are staying connected with virtual meetings. Each morning many connect remotely doing "stand up team meetings" to discuss activities and opportunities as well as problems and issues. One SDR reported that it has sparked their team to step up on contacting customers and has created some friendly competition among the ranks with added incentives included. All agreed that it's time to double down on phone connects and rely on the numbers game. We laughed about this as some of the veterans commented, "We've come full circle on phoning again after spending over 30 years in the sales profession." Regardless, it's time to step up your phoning right now to engage your customers. Sales teams are doing weekly call blitzes by targeting specific customers and market segments. They're using their data and analytics to go after the markets that are best for sales growth.

One of the biggest takeaways I got out of all of this was the concept of proper messaging when communicating with customers, especially during these interesting times. The next time you send an email, remember these three tips:

1. Personalize the message with a teaser, something specific and personal to the recipient.
2. Make it relevant to the current situation or issue you're dealing with.

3. Make a connection and tie them both together in your message.

The probability is much higher that the customer will read your email and respond. SDRs are also sending personalized short videos after getting off the phone as another touch point. Feel free to contact me if I can share some examples that I've used. Another item that was noteworthy...get off the "empathy kick" about this pandemic and move forward with your customers. Otherwise, you end up drowning in each other's sorrows, which is negative and detracts from your conversation.

The verdict is in on virtual training and events and isn't going away. I foresee a "blended approach" toward learning that must be customized and packaged or bundled to the customer's needs. This is the approach Butler has always taken with our clients. Now we're integrating this with your virtual technology to get the message out to your teams as well as your customers. Here are some helpful hints I picked up. Deliver your virtual event as an experience and not another WebEx PowerPoint presentation. Ditch the high graphics production and emphasize interaction and engagement. Keep it real. Experiment and get creative. Incorporate story telling of how you helped others in lieu of a direct sales pitch. Remember, your clients are forgiving, so don't get hung up on some of the technology issues that may creep in on your event.

All of us at Butler are excited to share with you how we can team up on your next virtual event with our concepts and skills, using your technology. The more technologically advanced we become as a society, the more we need to engage each other and interact which is so important today in the people development process. We're ready, willing and able to serve you, so give us a call!

Good Luck with your Sales and Service Excellence,

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Bob Butler, TSP
and the Butler Learning Systems T.E.A.M.
Together Each Achieves More

**Send your information, ideas, thoughts and suggestions
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