



Six Things You Can DO

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Today's Objective

How professional sellers can re-create themselves and thrive during this trying time.

Today's Agenda

- You have a new job
- Mindset
- The stages of adjustment to change
- Change = opportunity
- Environment
- Calendar
- Contact and strategy

Adjusting to a New Job

- We all now have a new job
- What do we do?
- Meet new people
- Understand the market and our customers/prospects
- The problems we solve
- New protocols
- Our solutions
- What is the next rung on the ladder of success?

Mindset

We can choose to be a positive force
Or we can choose to live in fear

Understand where you are on the “Curve of Adaptation”

The Stages of Adjustment

- Denial
- Frustration and Concern
- Depression
- Experimentation and Creativity
- Acceptance
- Success

Change = Opportunity

- The engine of opportunity is change
- The more sudden and dramatic the change
- Brainstorming
- Expanding your contacts/network
- Reframing your solutions
- Work on your skills
- Understand your buyer

Environment

- Research is revealing
- Boundaries between work and home
- Create a dedicated space
- Interact with colleagues
- Celebrate & share successes
- Breaks are important
- Control what you can; ignore what you can't

Calendar

- Calendar as a strategic tool
- Be rigorous
- Time blocks
- Set up your “rules of interruption”
- Routines matter more than ever
- Determine the length of your workday
- Set times to summarize and to brainstorm

Contacts and strategy

- Expand your network
- Explore how you can help
- Keep conversations focused on empathy and being upbeat
- Brainstorm with others
- You are the answer

Opportunities vs. Prospects

- Cold outreach
- Warm outreach
- Inbound inquiries
- Scheduled meetings
- Current deals / Renewals
 - Prioritization - for them and us
 - March deals
 - April deals
 - May and beyond
 - Messaging
 - Decision process changes

YOU NEED TO KNOW

Differentiators, decision criteria and value are not always about cost, product or service.....YOU are the most important differentiator and can be one of the most critical decision criterion.

SUMMARY