

National Insulation Association (NIA)



Sales Strategies during Uncertain Times

Today's objectives



- ❑ Understand the new normal
- ❑ Manage our mindset
- ❑ Talk about behavioral changes
- ❑ Adapt for remote selling



The importance of your lens



The new normal



Old reality



New reality





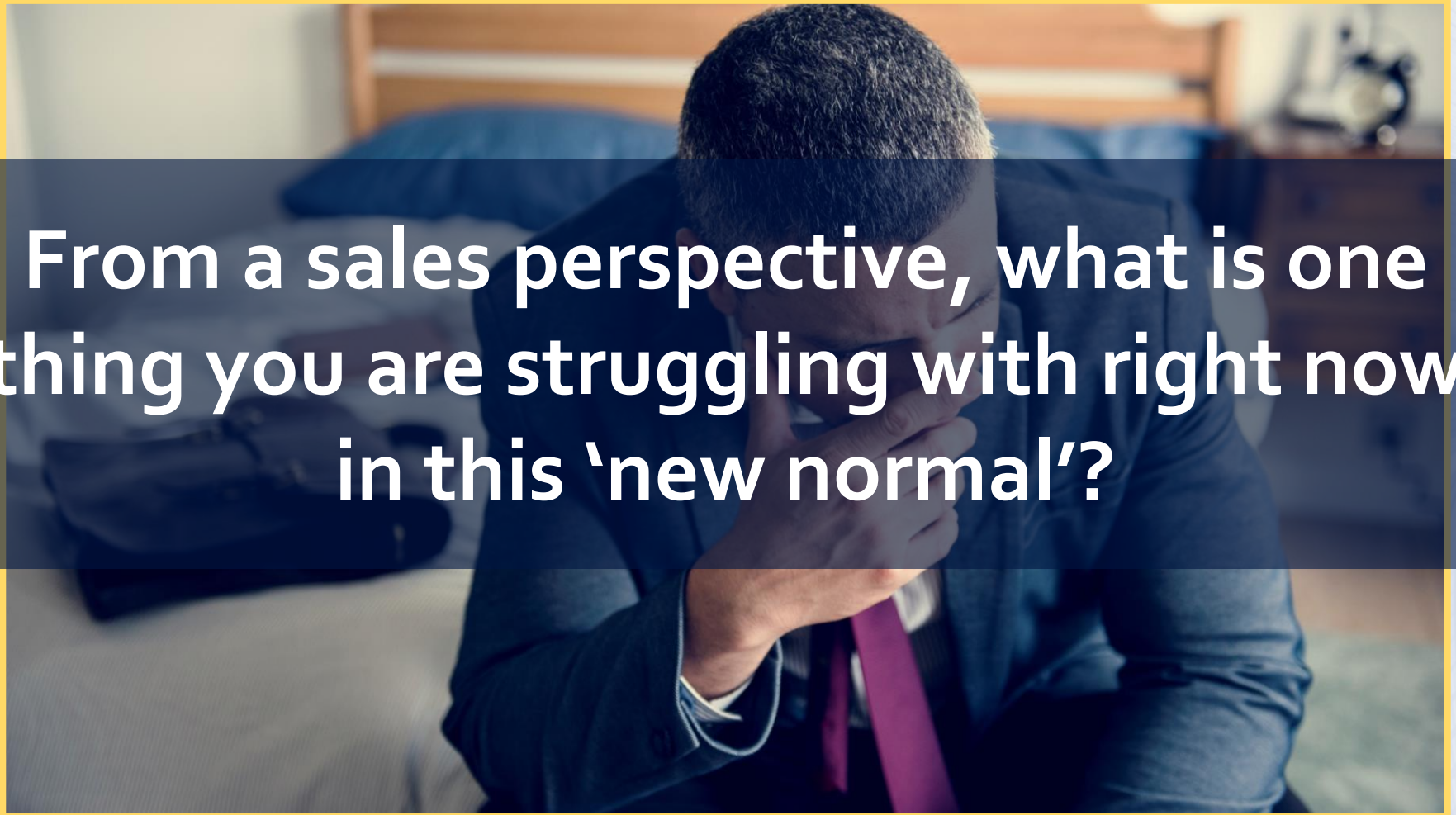
**“Change is the only constant in life.
One’s ability to adapt to those changes will
determine your success in life.”**

- Benjamin Franklin

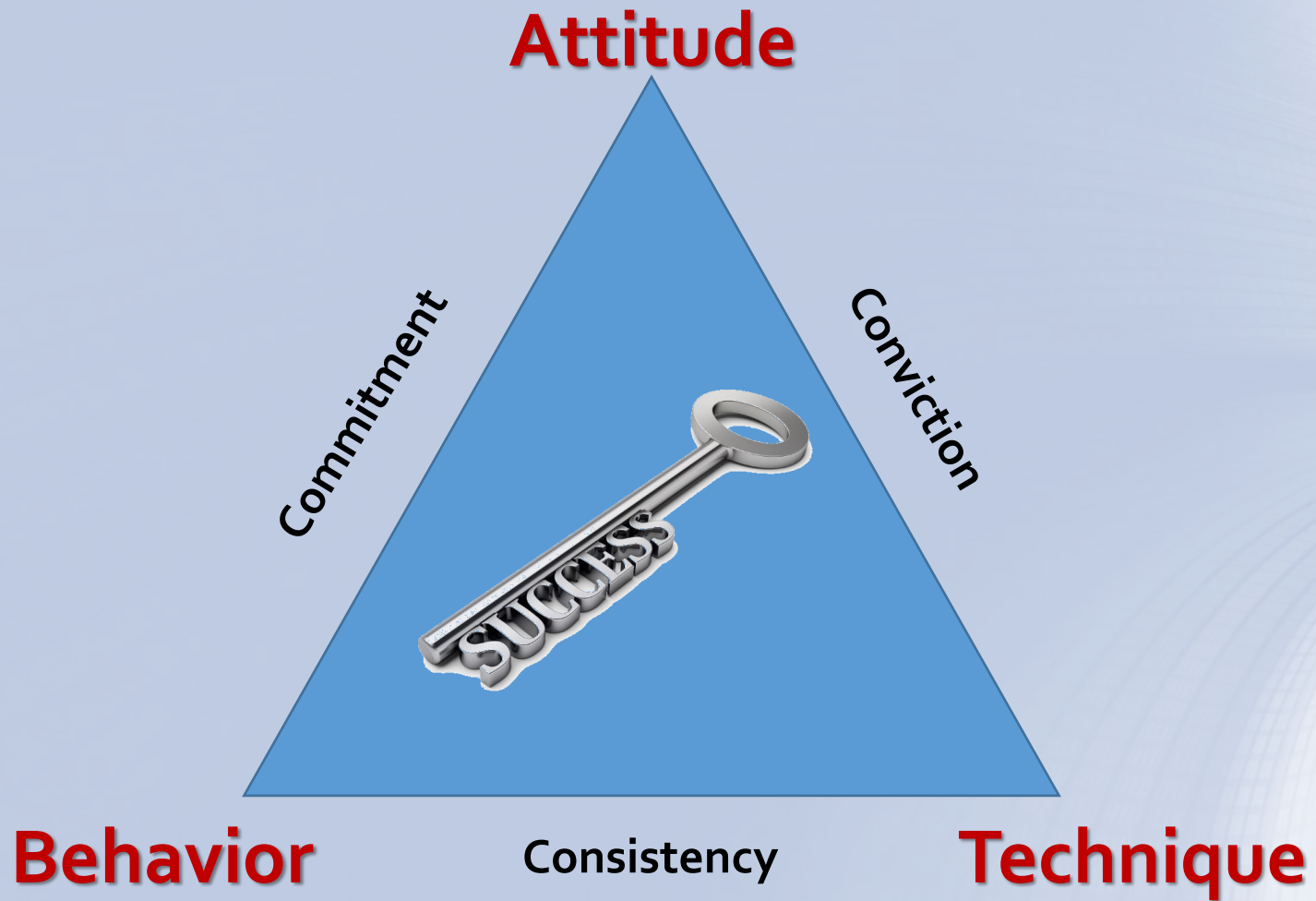




From a sales perspective, what is one thing you are struggling with right now in this 'new normal'?



Leverage the Success Triangle to manage through change



ATTITUDE is everything

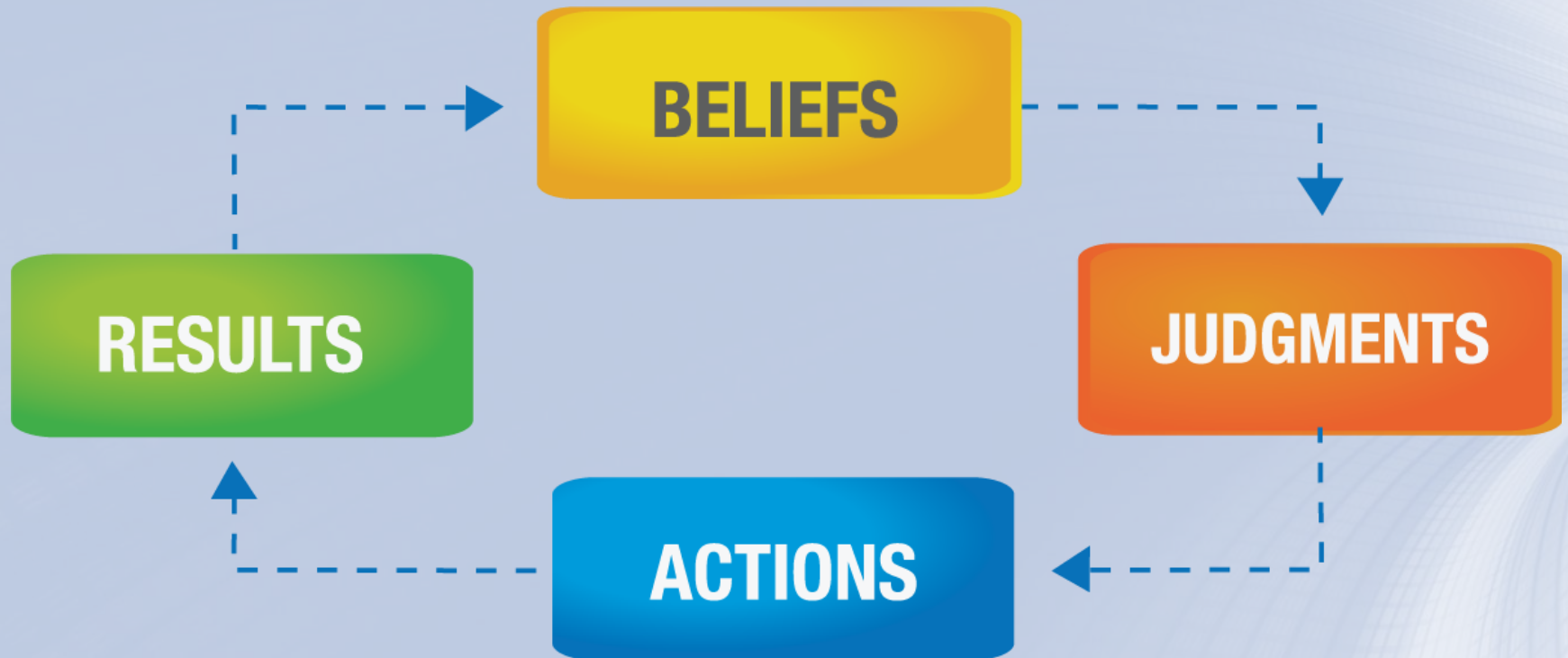


“We have a choice every day regarding the attitude we will embrace for the day. Life is 10% what happens to us and 90% how we react to it. Our attitude is everything.”

- Charles R. Swindoll



Changing our ATTITUDE



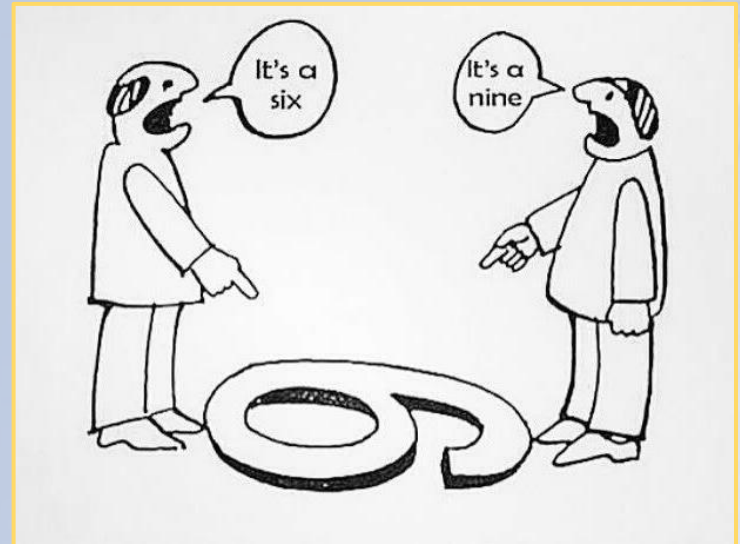
We must control our thinking



- ❑ Don't believe everything you think
- ❑ Control the questions you are asking

It is a matter of perspective!

- ❑ What is this trying to teach me?
- ❑ What am I supposed to learn?
- ❑ Can I look at things differently?



There are TWO types of people . . .



Those who view this opportunity as a gift



- Customers still need me
- It is ok to prospect
- Time to connect w/ customers
- I see opportunity everywhere
- Time to improve myself

Those who don't



- Woe is me
- They won't take my calls
- It is not the right time
- I don't want to bother people
- I'll just wait it out



**What is the opportunity you see?
What good things have come out of this
for you?**

BEHAVIORS must change



**"I believe that everyone chooses how to approach life.
If you're proactive, you focus on preparing.
If you're reactive, you end up focusing on repairing."**

- John C. Maxwell



Revise your behaviors to adapt to the environment



Pressing Pause:

- Networking events
- In-Person meetings
- Travel / site visits
- Event marketing
- Lunch meetings

New Behaviors:

- Video conferencing
- Social selling
- Thought leadership
- Webinars & online events
- Client relationships

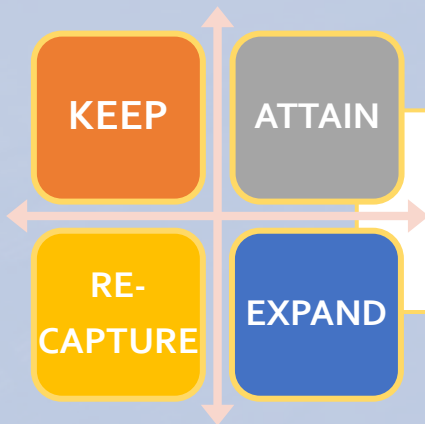
**It is not about doing different things,
it is about doing things differently**

Be proactive with your customer approach



Revise your ideal customer profile

- Who do you best serve?
- Have they changed?
- What do they look like?



Evaluate customer segmentation

- Where do they fall?
- What actions should you take?



Update your value proposition

- What are customers facing?
- What value can you provide?
 - Now and in the future

Connect with people to build relationships, not sell



Leverage your tools to make connections:

- Client list, prospect list
- Telephone, text, email
- LinkedIn, Zoom



Focus on customer service

- Understand the problems they are facing
- Identify ways to provide value and help
- Expand your relationship



Have a plan

- Know who to call, know what to say
- Know what value you can provide
- Be disciplined to do them

Be intentional and authentic



- ❑ Be prepared and have a plan
- ❑ Be straightforward and honest
- ❑ Be nurturing and understanding
- ❑ Be inquisitive and ask questions
- ❑ Be someone they can lean on
- ❑ Be someone that can help them
- ❑ Be someone to provide value
- ❑ Be willing to adapt
- ❑ Be willing to be creative



TECHNIQUES can improve



“Give me six hours to chop down a tree and I will spend the first four sharpening my axe.”

- Abraham Lincoln



Now is the perfect time to sharpen our axe



- Learning to video conference
- Managing work/life integration
- Adjust your 30 second commercial
- Practice techniques
- Role play with colleagues
- Maintain your health
- Perfecting LinkedIn
- Industry education/
product knowledge



Create the proper environment for working remotely



Dedicated space



Task list



Time block



Remove distractions



Take breaks



Stay positive



Virtual meeting tips and suggestions



Video / sound

- Video camera on, have camera at eye level
- Have mute on, reduce background noise
- Practice ahead of time, know functions



Lighting

- Have windows and lighting in front of you
- Buy small webinar lights if necessary



Visual impact

- Be well dressed and groomed
- Look directly into the camera
- Have a clean and neat background



Engagement

- Utilize chat functionality
- Leverage breakout rooms where available

At the end of the day, remember to stay CALM . . .



CONTACT to connect

ATTITUDE of opportunity

LEVERAGE your behaviors

MINDFUL of others



... and know that there is HOPE ...



HAPPY + humble = balance

OPTIMISM + opportunity = perspective

PROCESS + performance = cadence

EXECUTE + evaluate = success!



What does success look like for you?



Attitude

Share one take-away from
today's discussion



Behavior

Technique



Thank you!

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Additional Resources

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