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**
- asymptomatic
- lockdown
- Flattening the curve

**Social distancing**
- contact tracing
- mitigation

**New reality**
- essential business
- Video conferencing
- self isolation
“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.
“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

BELIEFS

RESULTS

JUDGMENTS

ACTIONS
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
"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?

Share one take-away from today’s discussion
Thank you!

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All attendees will be emailed a copy of the webinar recording and PowerPoint presentation after the session.

**Additional Resources**

Please visit NIA’s website, [www.insulation.org/webinars](http://www.insulation.org/webinars), for more information on upcoming webinar topics. Visit [www.insulation.org/membership/covid19](http://www.insulation.org/membership/covid19) for COVID-19 and related information specifically for the insulation industry.

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