



## PRESIDENTS FORUM AGENDA

**Date:** Wednesday, April 14<sup>th</sup>, 2021  
**Time:** 12:00pm - 2:30pm  
**Location:** Zoom

# PREPARING FOR “POST-COVID” SALES SHIFTS DUE TO DIGITAL REMOTE TRANSFORMATION

Have you asked yourself these questions?

*“Are my salespeople prepared and enabled to compete in the remote sales world throughout 2021 and probably beyond?”*

*“What ‘cracks’ in our sales model were brought to light in the pandemic, and how can we address these and come out stronger?”*

*“Will the old pre-COVID sales playbooks work, or will changes and sales pivots accelerate and create more shifts?”*

*“With Trade Shows canceled for the foreseeable future, what do we need to do to bridge the gap left by live events to engage prospects and customers?”*

Discover why Sales needs to become more Personalized using the right processes, messages, tools, and content NOW...to compete successfully in 2021 and beyond!

In this presentation you will learn:

- Why only 41% of sales people are effective working remotely...and what to do about it.
- Why buyers are further along in their process using digital content to narrow their options before they speak with salespeople; and how to utilize highly personalized outreach to navigate their requirements.

- How the pandemic accelerated trends in selling and buying due to digital transformation, and how to adapt to remain competitive.
- How multiple forms of interactivity are now a necessity for 2021 and how to get started.
- The critical adjustments needed to produce sales results in 2021.
- Changing Behaviors and Approaches to Build & Rebuilding your pipeline.

Because we are focusing on sales in the “Zoom Era”, you may invite your manager who has sales and marketing responsibilities to join us for this session.

You and your sales team have the most to gain as we slowly come out of the pandemic and face a market with changes, new requirements, and demand.

## **BUSINESS CONDITIONS**

We will compare our first quarter results for 2021 against what we are hearing from the media and government for this period.

What has been the economic impact on your company during this Covid Pandemic?

We will discuss the challenges to not only our companies but also to our supply chains and customers.

Are you experiencing any signs of inflation from your suppliers?

## **FUTURE MEETING DATES**

**May 12th**

**June 9th**

**July 14th**

