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**Biweekly Update:  
Sales Enablement's  
Response to COVID-19  
(6 July 2020)**

Sales Research Team

# Biweekly Update: Sales Enablement's Response to COVID-19 (6 July 2020)

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By Analysts [Sales Research Team](#)

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Learn how a group of over 50 sales enablement leaders is responding to the COVID-19 crisis. Issues addressed include adjusting sales rewards and recognition programs and conducting impactful virtual customer meetings.

## Quick Answer

**What are the top priorities for sales enablement leaders as they support sellers through the COVID-19 crisis?**

- **Adjusting sales rewards and recognition (R&R) programs:** Adopting alternate solutions to reward high-performing sellers and evaluating long-term changes to traditional R&R programs.
- **Conducting impactful virtual meetings with customers:** Equipping sellers with customer messaging templates, precall checklists and third-party expert guidance to conduct effective virtual sales calls.

## More Detail

### Adjusting Sales Rewards and Recognition (R&R) Programs

- **With annual sales incentive trips being canceled or postponed, organizations are adopting alternate methods to reward high-performing sellers.** Amid travel restrictions in many regions and countries and understandable travel-related concerns among sellers, organizations are considering various options for rewarding high-performing sellers. These include monetary rewards, additional paid time off (PTO), gift coupons and corporate discounts.
- **Organizations are evaluating ways to ensure high-performing sellers do not miss out on face time with their companies' C-level executives.** One of the advantages of a collective annual sales event or kickoff is the opportunity for sellers to directly interact with C-suite executives and senior sales leaders. As organizations temporarily move away from such events and consider virtual alternatives, sales leaders are concerned sellers will miss out on the much-valued one-on-one interactions with executive leaders. Some organizations have initiated a virtual "Recognition Dinner" to facilitate direct interaction between high-performing sellers and senior business leaders.

- **Some organizations are making long-term changes to their R&R programs.** As sales leaders work to ideate and adopt alternate ways to reward high-performing sellers, they are also looking at making robust and sustainable long-term changes to their traditional R&R programs. They are evaluating the option of switching from one common global sales trip to multiple smaller-scale, region-specific sales trips that continue to incentivize sellers but reduce the need for global travel planning and coordination.

## Conducting Impactful Virtual Meetings With Customers

- **Increased focus on precall preparation and research.** Sales enablement leaders understand the nature of preparation required for a virtual sales call differs from that for an in-person sales meeting. In a virtual setting, sellers need to “get to the point” quickly and stay prepared for ad hoc follow-up meetings. Also, with increased face time with customers, sellers are constantly jumping from one customer call to another, and they often have very little time to do the necessary research and gather relevant insights. To help them efficiently prepare for and conduct virtual calls, sales leaders are sharing customer messaging templates and precall checklists with explicit guidance on:
  - **Virtual conversation fundamentals** – This includes guidance on dressing style, meeting background, lighting, distance from screen, usage of hand gestures, etc.
  - **Sales pitch content and delivery** – This includes guidance on efficiently addressing customer concerns, modifying the sales pitch based on the situation, negotiation tactics, etc.
- **Sales leaders are leveraging external experts to help sellers conduct impactful and engaging virtual sales calls with customers.** To develop sellers’ virtual selling abilities and establish virtual selling as a long-term organizational muscle, sales leaders are bringing external experts to guide sellers. These third-party experts organize mock virtual calls for sellers, assess their performance during the call, provide feedback and share virtual meeting best practices.

## Recommended by the Authors

### [“Next Steps for Sales Leaders After the Initial COVID-19 Disruption”](#)

Use this document to help establish strategies for responding to rapidly shifting market dynamics and drive greater confidence among customers and sellers to own the market narrative with preplanned responses.

### [“Coronavirus \(COVID-19\) Resource Center”](#)

Visit our resource center for a growing number of resources to guide executives from sales and all corporate functions in responding to the outbreak.

### [“Gartner Peer Connect Sales Community”](#)

Participate in ongoing discussions with chief sales officers as well as heads of sales operations and sales enablement on topics that include how they are responding to COVID-19 and its related impact on their organizations and customers.

## Recommended For You

[Biweekly Update: Sales Enablement's Response to COVID-19 \(25 May 2020\)](#)

[Sales Enablement's Response to the Developing COVID-19 Crisis: Week Ending 3 April 2020](#)

[Sales Enablement's Response to the Developing COVID-19 Crisis: Week Ending 27 March 2020](#)

[Biweekly Update: Sales Enablement's Response to COVID-19 \(11 May 2020\)](#)

[Biweekly Update: Sales Enablement's Response to COVID-19 \(8 June 2020\)](#)

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