



**REACH
RELATE
RESONATE**

**AUGUST 8-12, 2021
ORLANDO, FL**

SuperCorr Expo 2021

Impact of COVID on the Sales Function

JB Machinery

- Family business – USA based
- Equipment in 56 countries
- Strong ties to US , European and Asian OEM'S
- Over 700 worldwide installations.



JB Machinery 2019 Travel



- John Bird - 110,000 miles
- Warren Bird - 120,000 miles
- Dave Burgess - 90,000 miles

March 9th 2020 – Hartsfield International



- The Worlds Busiest Airport
- Monday Morning 10am



JB Machinery 2020 Travel

- John Bird - 10,000 miles
- Warren Bird - 12,000 miles
- Dave Burgess - 7,000 miles

Now What?

- First thoughts - family safety
- Second thoughts - work colleagues well being and safety
- Third thoughts - how long will this go on and what impact will it have on us and the business?

Actions

- Made a conscious decision not to bother customers unnecessarily.
- Focused on internal data - started up a new database and spent weeks adding contacts and cleaning up.
- Registered for a company ZOOM account – never had one before!
- Headed to the golf course – packed every day!!!!

Zoom/Teams Meetings

- Started using internally for sales meetings with US and Global sales teams - wondered why the hell we hadn't done this before!!!!
- Used for simple internal discussions - seemed more personal than a phone conference.
- Started using for pre-installation meetings with customers - the ability to have our engineering team deeply involved without ever leaving their desk is a huge advantage !!!
- Set up meetings with existing customers worldwide - again the ability to pull engineering , local sales , corporate sales into same meeting is very efficient!

Zoom/Teams Meetings

- There is certainly “long enough” and “too long” !!
- Try not to sell every product in your bag – very easy for the customer to zone out or even “drop off”.
- Respect customers time - get the message across and get off.
- We had one zoom call with a major integrated, 5 different contacts in 5 different countries , it went too long and when we finished the presentation, we were the only ones left on!!

What's the Result?

- Sales are up (because we have a very healthy , sustainable industry that has supported all of our business' – not because we are geniuses!!)
- Travel cost is WAY DOWN
- My handicap is improving!!

Pros and Cons

- This is a new way of doing business that ISN'T going away any time soon!!
- It's a very efficient way of reaching customers that we already have a relationship with – pretty easy to get them on a one hour zoom call vs a meeting in-person that takes all morning!
- It is very difficult to get someone that we don't have a relationship with (new account or new salesperson) to commit to a zoom meeting – its difficult enough to get someone to return an e mail or answer a call!
- For those of us that have been lifelong “Road Warriors” this is a whole new way of life!

McKinsey Report

- 70 – 80% of B2B buyers PREFER virtual sales!
- 70% of B2B buyers are comfortable purchasing up to \$50,000 virtually- without ever meeting a sales rep.
- 30% of those same buyers feel comfortable spending up to \$500,000 without in-person contact!
- What's going to happen to RELATIONSHIP selling!!