



Sandler Training®

McDonell Consulting Group

Leading & Selling in a Time of Social Distancing

*Leadership Baltimore County
April 28, 2020*

AN OPPORTUNITY TO LEAD

- What zone are you in?
- What zone are your family members in?
- What zone are your team members in?
- What zone are your clients in?



A close-up photograph of a hand pressing a green button with a white smiley face icon. To the left is a red button with a white frowny face icon, and below it is a yellow button with a white smiley face icon. The buttons are set against a dark background. A semi-transparent dark blue banner is overlaid across the middle of the image, containing white text.

**How do you define a win
in the current environment?**

Build Relationships for Mutual Gain

- Build **social capital** by giving and listening first
- Build **relationships** by staying connected
- Build **authority** by adding value
- Build **intimacy** by opening up and being personal

SELLING WITH COMPASSION

PLAYING FIELD IS LEVEL FOR EVERYONE

- Be a giver!
 - Current customers
 - Prospective customers that have a history with us
- Get back to the basics
 - Phone calls and conversations to touch base
 - Look 3-6 months out
- Respond Mode vs. React Mode



Rewriting **Beliefs**



ATTITUDE

This crisis allows me and my team to:

- Take time to work on our business, instead of just in it.
- Focus on what is truly important to us and our clients.
- Get ahead of the competition who choose freeze or flight.
- Understand the real and immediate pains of our clients.
- Clean our pipeline and get to a “yes” or a “no” faster.
- Become a stronger “pressure-tested” team.



Redefining Behaviors



ATTITUDE

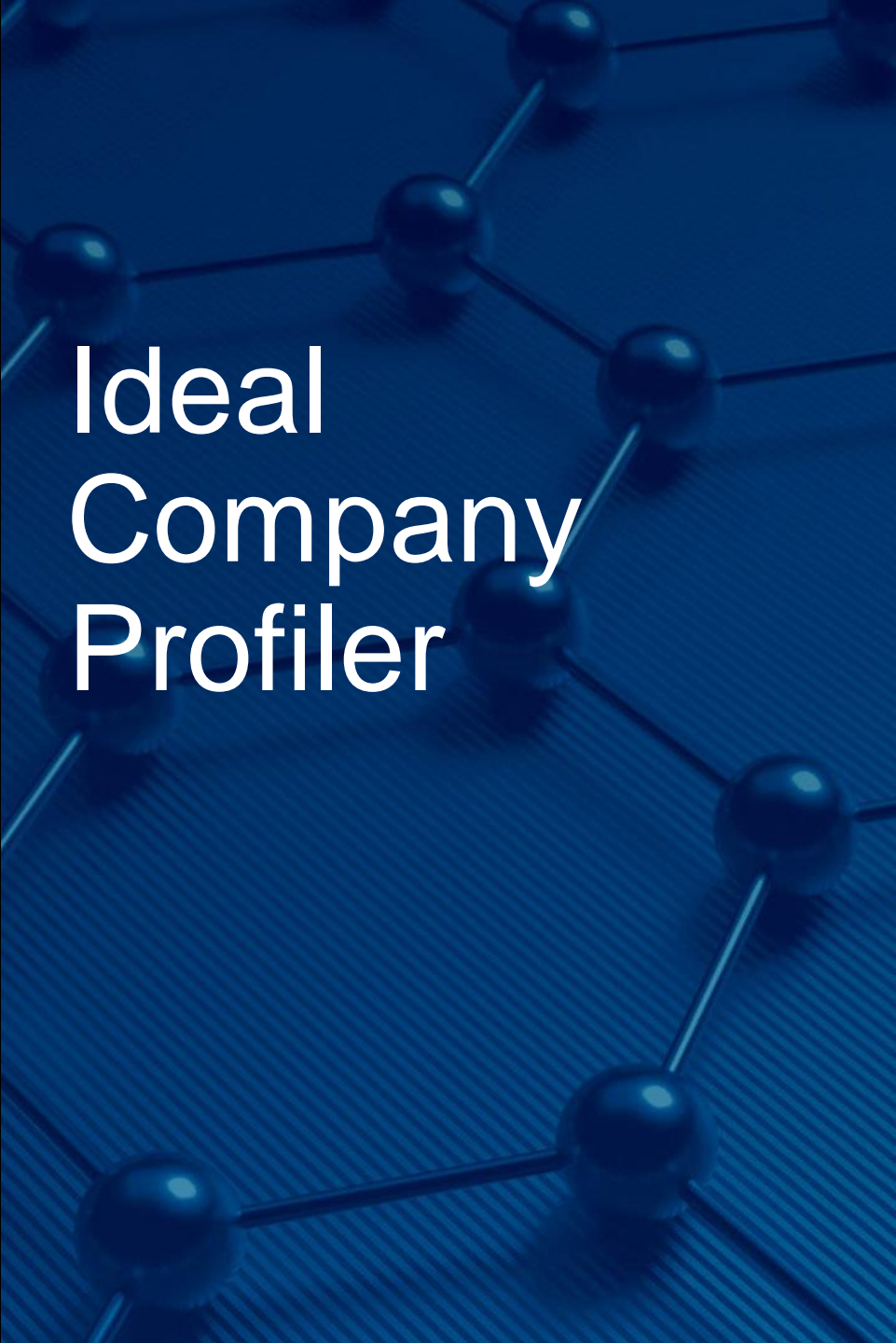
This crisis allows me and my team to:

- Define our new normal and establish new habits.
- Focus on short-term, laser-focused goals.
- Practice gratitude.
- Get out of our comfort zone.
- Learn more and faster than ever before.
- Shine brighter than our competition through our client relationships and our actions.



Characteristics of My Sale	Ideal Company	Market or Industry Issues or Triggers
Average Sales Cycle <input type="text"/>	Size of Company: <input type="text"/>	1. <input type="text"/>
Average Sales Amount <input type="text"/>	Location: <input type="text"/>	2. <input type="text"/>
# of Products/ Services <input type="text"/>	Currently Using or Doing: <input type="text"/>	3. <input type="text"/>
To Whom I Sell <input type="text"/>	Pain Indicators: A <input type="text"/> B <input type="text"/> C <input type="text"/>	4. <input type="text"/>
How I Get There (Prospecting Method) <input type="text"/>		5. <input type="text"/>

Who (Title)	Pains	Symptoms or Complaints (Pain Indicators)
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Ideal Company Profiler

