



SALES LEADERSHIP IN THE (POST?) COVID WORLD

ROB BEATTIE

VP SALES

THOMSON REUTERS

REMAIN CALM

ALL IS WELL!

AGENDA



Navigating the Pandemic as a Leader



Key areas to look at within your organization



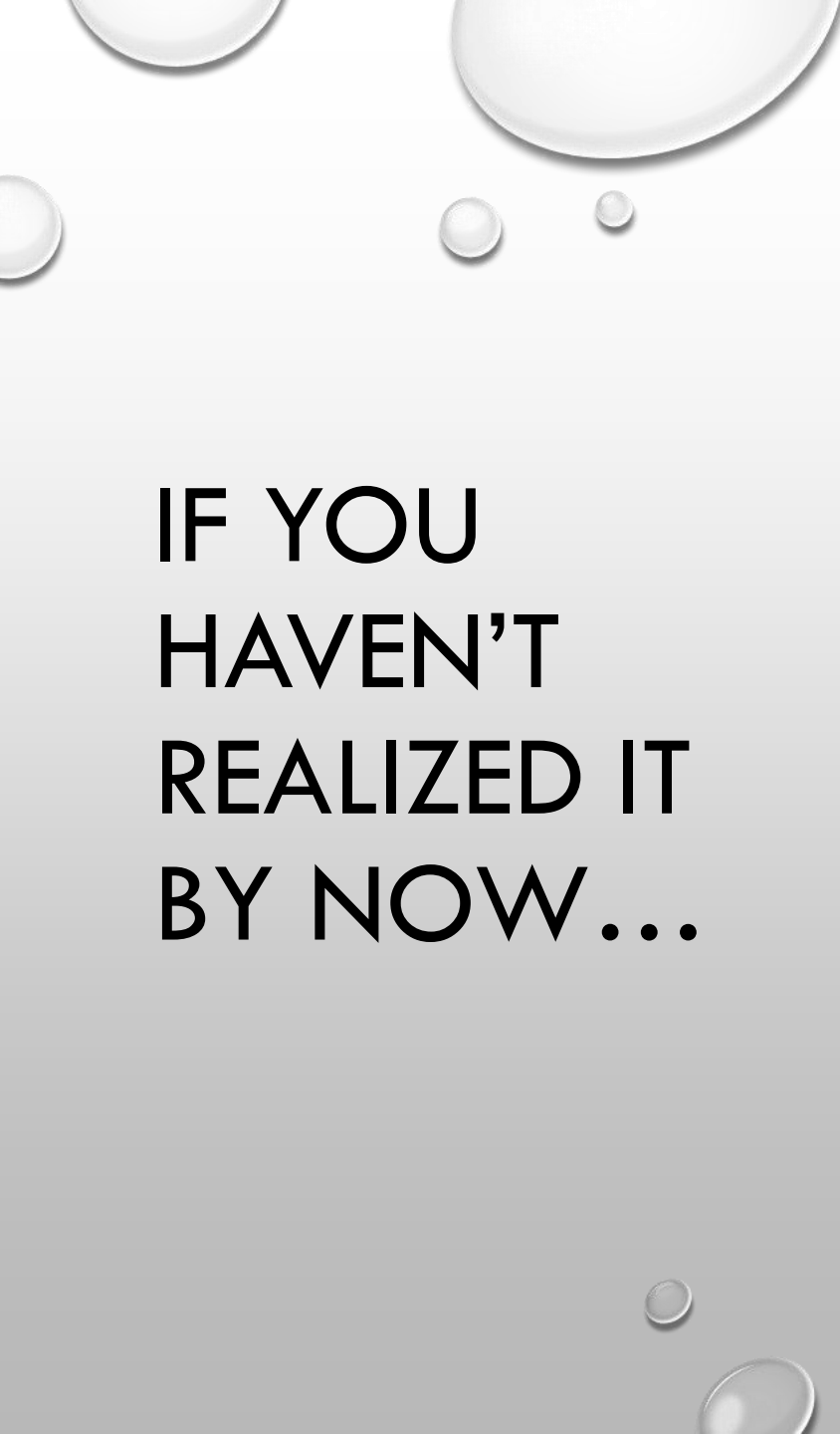
Action items to do...NOW



THIS IS HOW
I FELT ON
MARCH
16TH...



...AND THIS
IS HOW YOU
HAVE TO FEEL
TODAY



IF YOU
HAVEN'T
REALIZED IT
BY NOW...

- THE PANDEMIC EXPOSES WHO YOU ARE AS A WORKER/LEADER
- FREQUENT AND VARIED COMMUNICATION WITH YOUR TEAM IS KEY
- GENUINE EMPATHY, CARING AND UNDERSTAND FOR THOSE YOU SERVE AS LEADER IS CRITICAL
- PEOPLE NEED (AND CRAVE) LEADERSHIP AND DIRECTION
- THE PANDEMIC STRIPS AWAY ANY SEMBLANCE OF BALANCE



EXAMINE YOUR ORG

- RETHINK EVERYTHING
 - IS YOUR GO TO MARKET RIGHT?
 - ARE YOUR TOOLS RIGHT?
 - IS YOUR TALENT RIGHT?
- WERE YOU SPENDING IN AREAS BEFORE YOU NO LONGER NEED TO?
 - EXAMPLE IS THE LONG HELD BELIEF THAT GOING FACE TO FACE WAS CRITICAL
- WHAT IS YOUR ONBOARDING EXPERIENCE LIKE?
- WHAT IS YOUR ON-GOING TRAINING LIKE?
 - IF YOU DIDN'T ATTEND YESTERDAY'S SESSION MAKE SURE AND VIEW THE RECORDING
- TALENT TALENT TALENT
 - THIS IS ALWAYS CRUCIAL
 - MAXIMIZE YOUR TALENT

ACTION ITEMS TO CONDUCT NOW

- DATA ANALYSIS OF YOUR CUSTOMERS
- HOW DO YOU GET YOUR PROSPECTS?
 - OUTBOUND MUSCLE?
 - INBOUND MARKETING?
 - WHAT IS THAT CUSTOMER EXPERIENCE LIKE?
- TERRITORY ANALYSIS AND PERFORMANCE
 - IS THERE AN OPPORTUNITY THAT HAS CHANGED SINCE THE START?
 - CAN THAT BE FURTHER EXPLOITED WITH MORE RESOURCES?
- IS THERE SOMETHING YOU WERE FORCED TO DO THAT NOW IS SOMETHING YOU SHOULD EXPAND?
 - EXAMPLE – WE HAD AN EVENT SERIES WE ONLY RAN AS INBOUND BUT NOW BEING FORCED INTO DOING IT VIRTUALLY WE SAY VERY STRONG RESULTS AND PLAN TO DO BOTH IN THE FUTURE

**WHEN IT'S TIME, IT'S
TIME ... AND IT'S TIME**

JIM LEYLAND

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