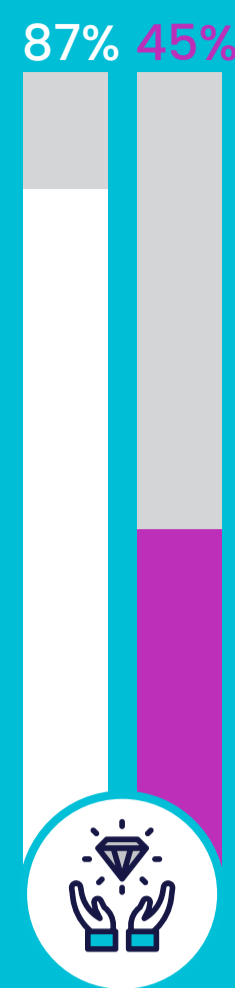


# WHAT WINNING SALES ORGANIZATIONS DO DURING CRISIS

Due to a global pandemic and challenging economy, 2020 required a shift in how salespeople do their jobs and interact with customers. To adapt, many companies have reassessed how they approach both selling practices and necessary sales skills.

Together, ValueSelling Associates and Training Industry, Inc. surveyed 256 sales leaders and learning and development (L&D) decision-makers. We set out to learn what effective sales training looks like for a remote sales force navigating a global crisis.

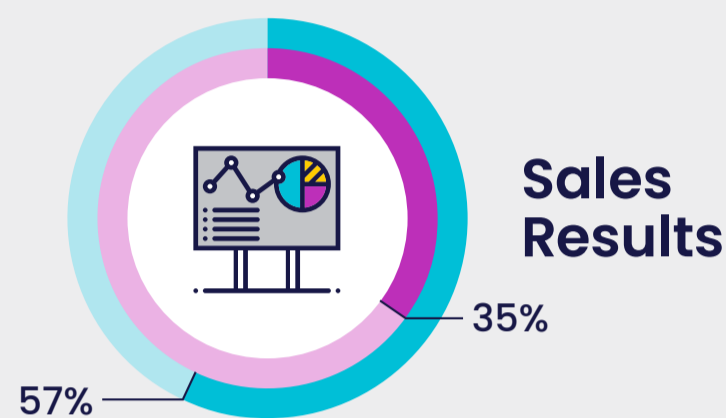
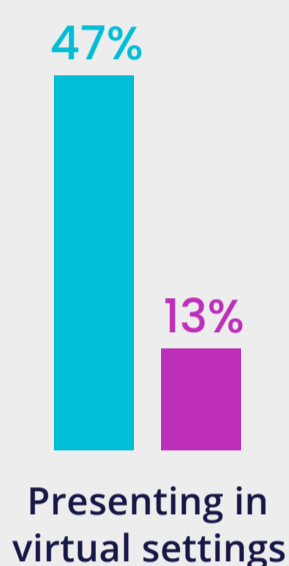
In the process, we uncovered what high-growth companies did differently to have a banner year.



High-growth companies primarily use a value-based sales approach.

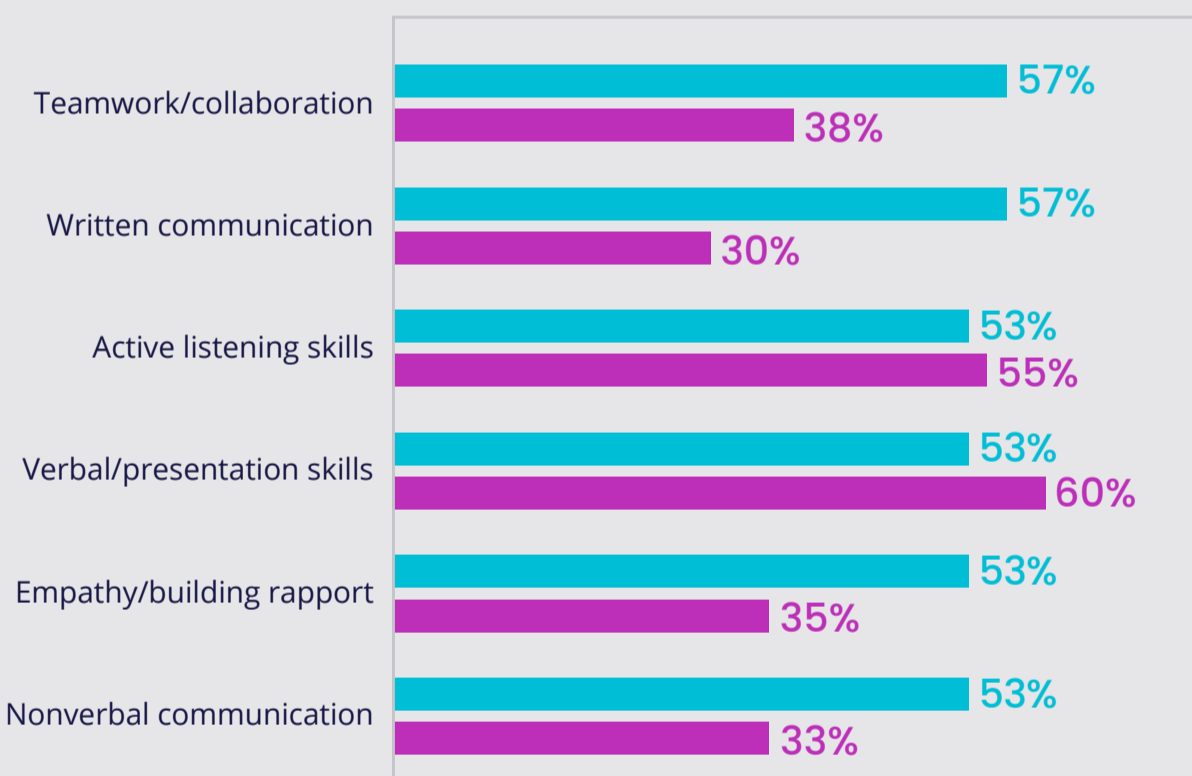
Value-based selling

ALMOST **1/2** of high-growth companies focus on upskilling their salespeople in presenting virtually, while only 13% of negative-growth companies do so.

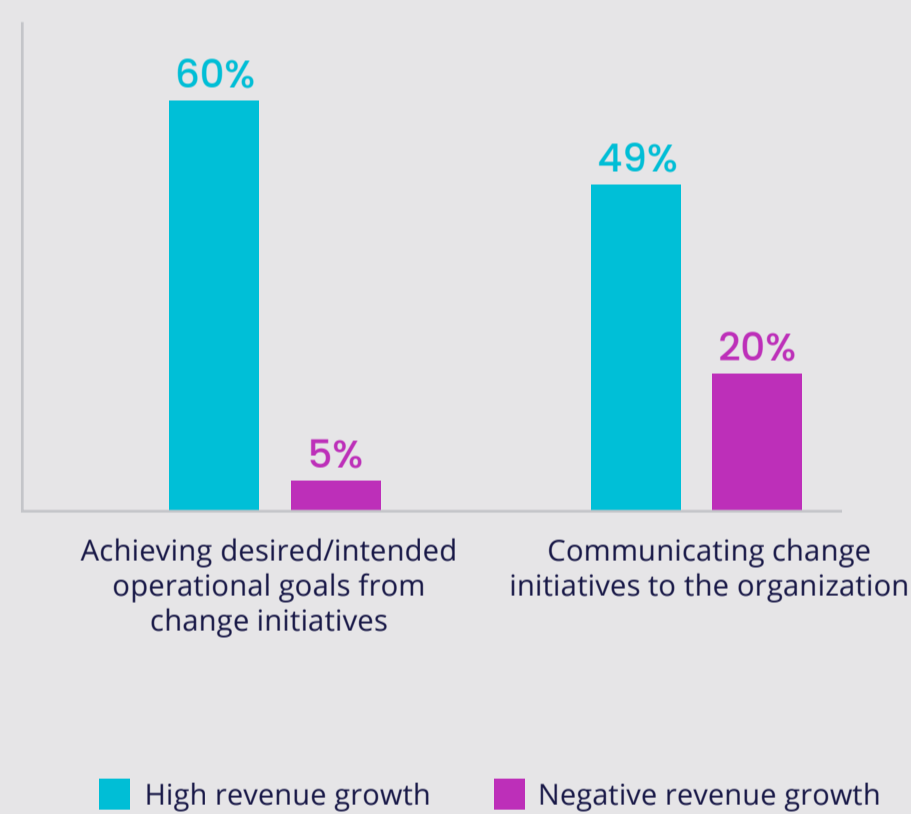


Sales training plays a significant role in driving sales results in high-growth companies.

High-growth companies focus on soft skills, which are always critical in sales, and especially during uncertainty and rapidly shifting business needs.



High-growth companies are better at managing change.



High-growth companies take a multilayered strategy of approach, skills and change readiness. Instead of a "magic bullet," it comes down to a constellation of factors. Respondents from high-growth companies told us they were "extremely confident" that:

**55%** vs 13% negative-growth companies  
They have the right tools.

**49%** vs 5%  
They have the right supportive technology in place.

**49%** vs 15%  
They have the right sales managers in place.

**45%** vs 8%  
Their sales force has the right competencies.

**43%** vs 13%  
They have the right salespeople in place.

**43%** vs 18%  
They are doing a good job preparing for the uncertainty of economic recovery.

Download the ebook, "How High-growth Sales Organizations Respond to Crisis."

Keep it simple. Drive results.

