

# Sales in the Time of Covid

A LOVE LETTER FROM YOUR CUSTOMERS



We analyzed our call data to help you understand how to connect with your customers today and what are the biggest blockers to pre-empt.

## The data we crunched for you

210k

calls

Number of calls analyzed

1.5Mn

minutes

Number of call minutes

7

months

Time span: January to July

## Top 5 Takeaways

Change is here to stay. Pull up a chair and get used to it.

What comes before "discount" and starts with an R? ROI!

Struggling to build rapport? Talk "kids" to me.

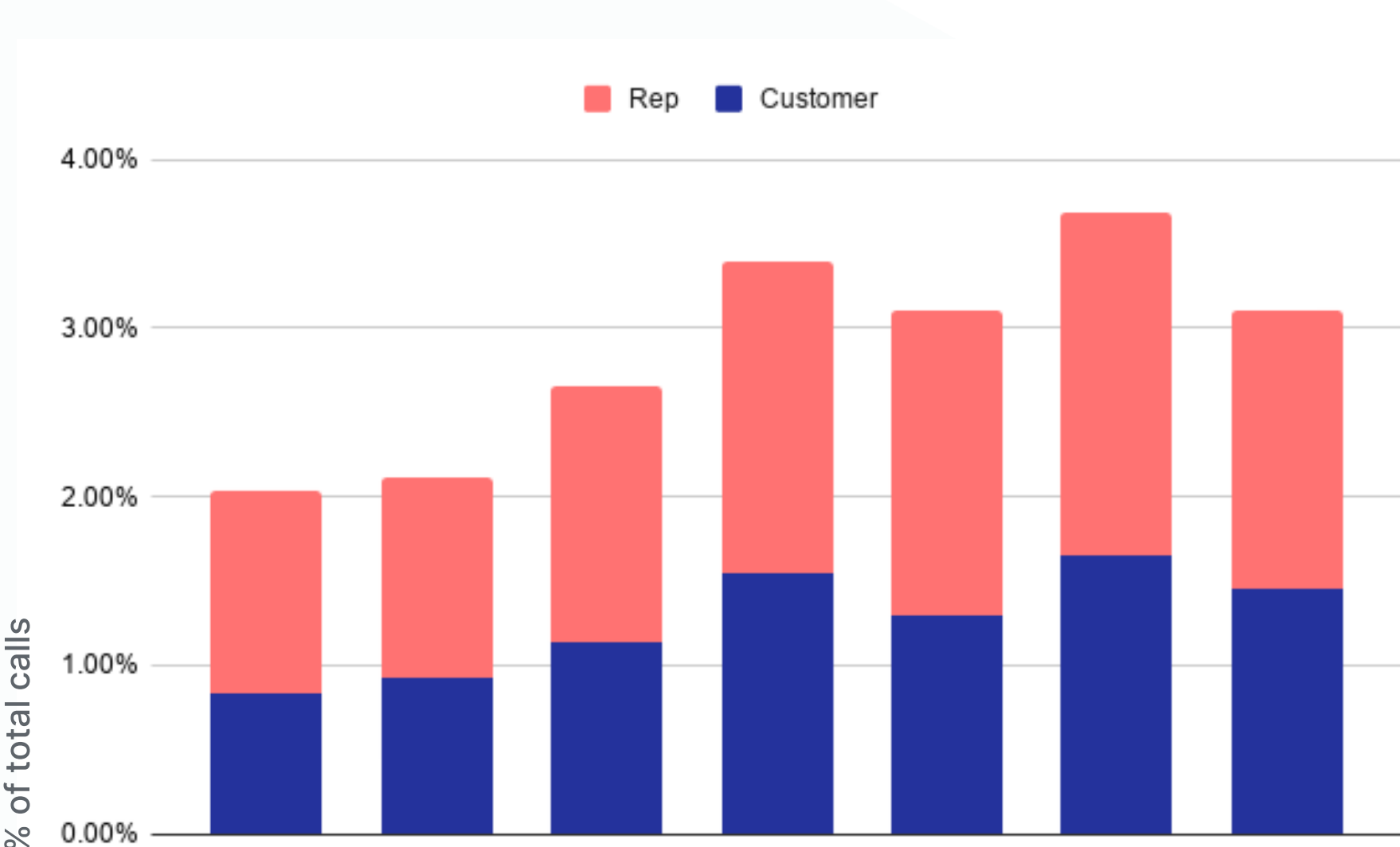
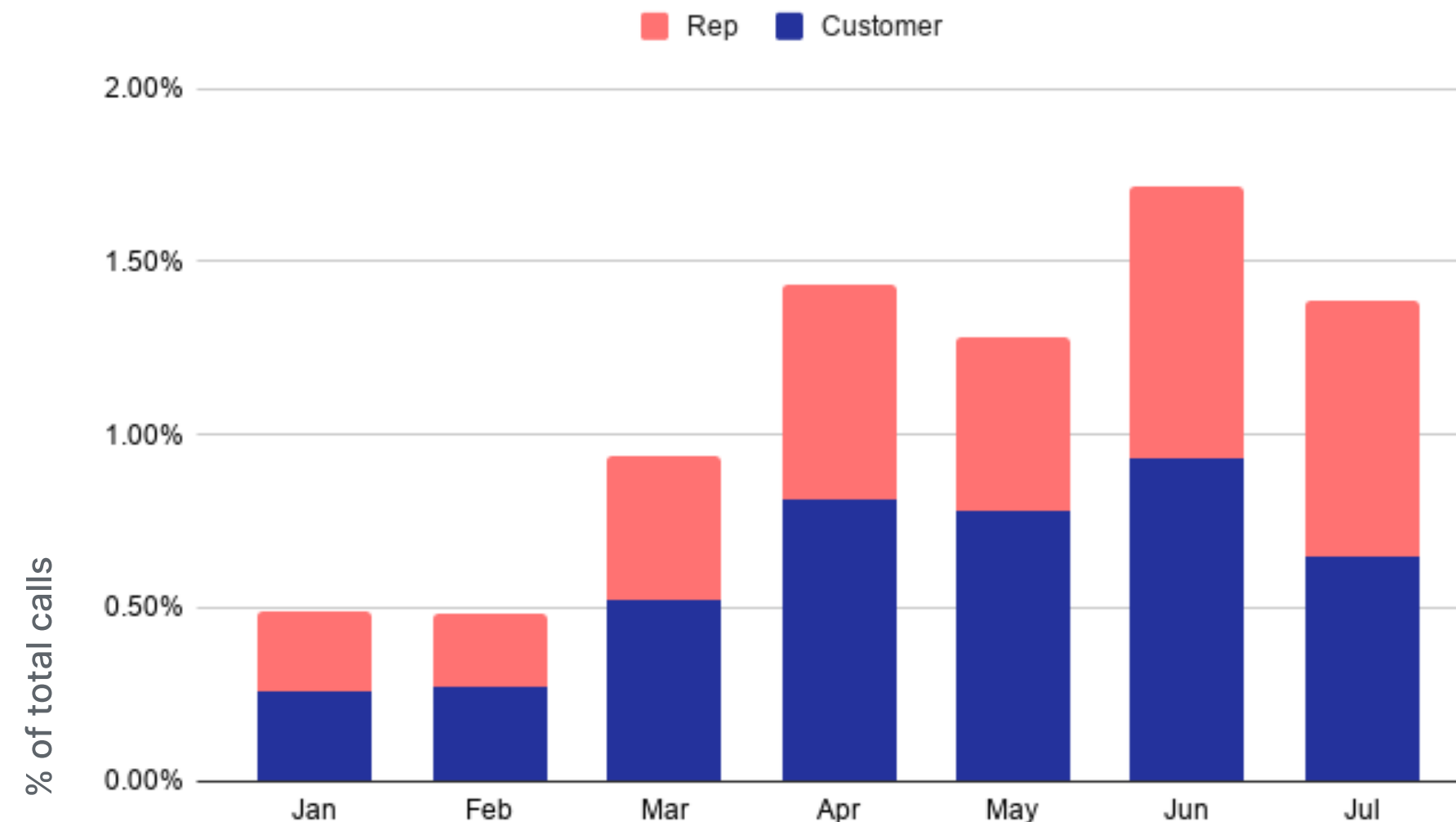
Guess what comes up MORE than budget and layoffs?  
Hint: It's all in the timing.

Poor follow up skills? You're out.

### 1. I'm talking more about budgets, layoffs and CFOs

#### 3x mention of budgets, layoffs and CFOs

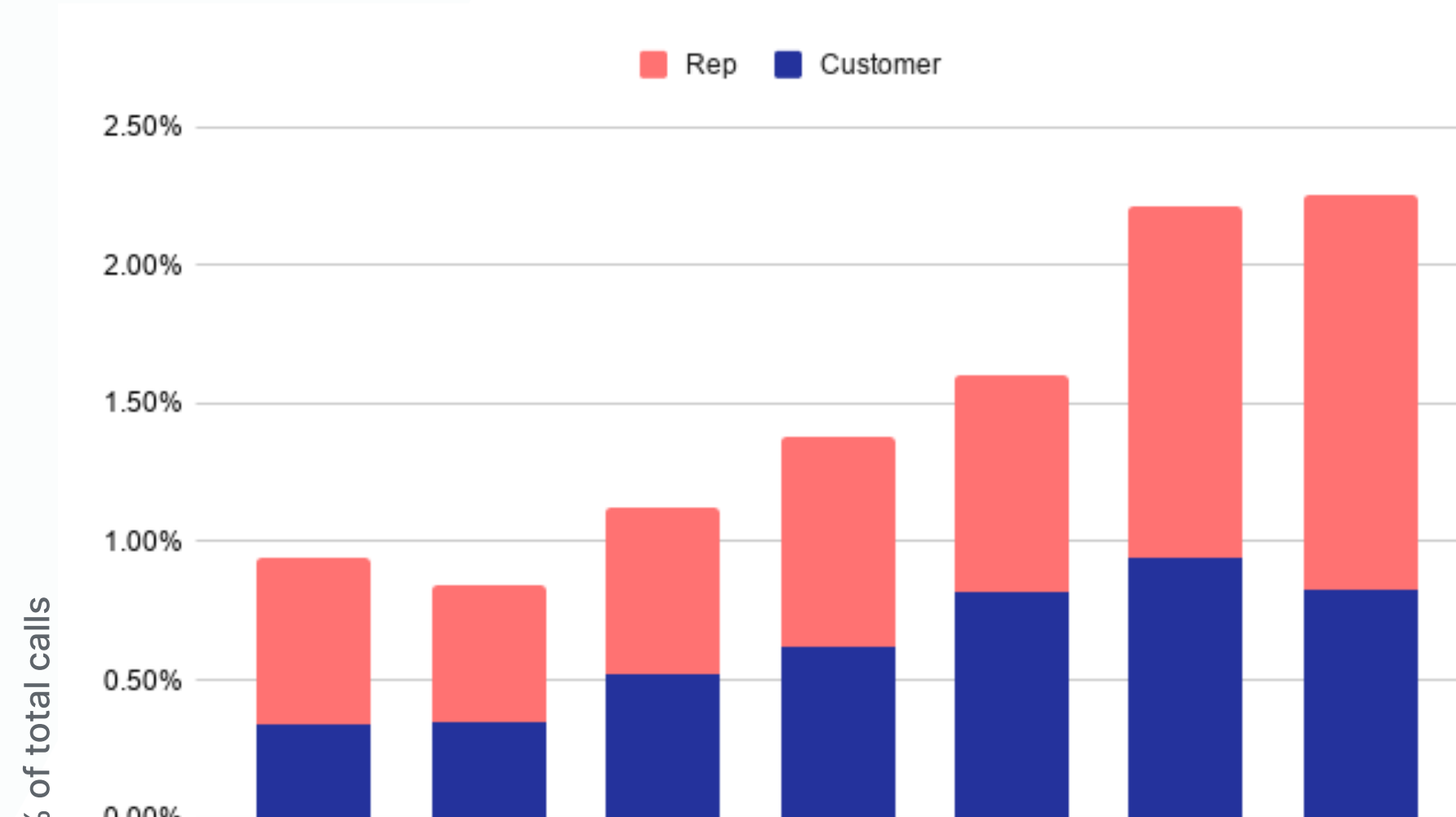
**Tip:** Make the deal easier by offering better payment options or discounts when I say the magic word "budget". Or, show better ROI.



### 2. I'm still talking about discounts... but increasingly about budget

**For every call about budget, we do 2 calls about discounts right now (vs 4 before Covid hit).**

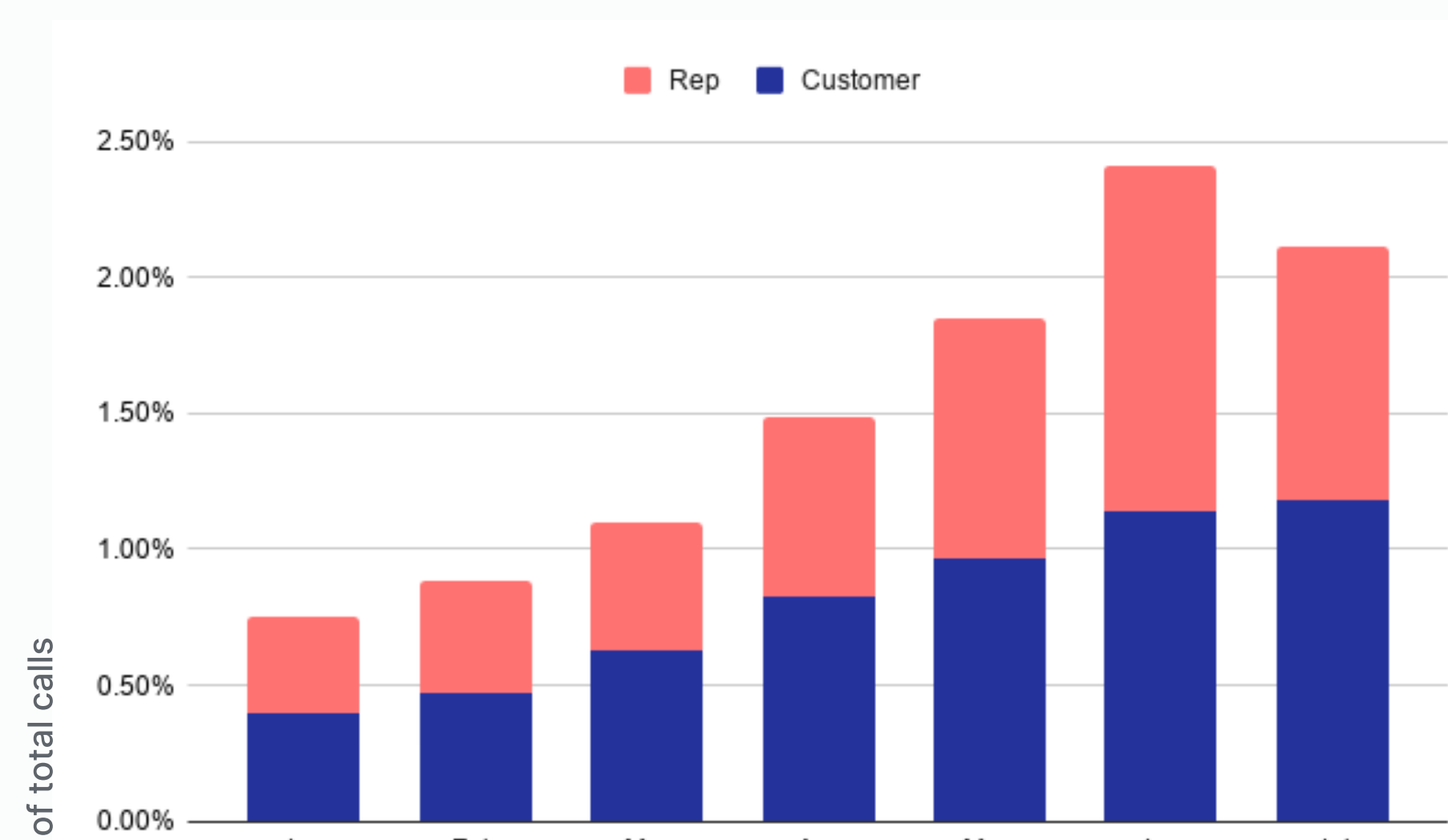
**Tip:** Keep a script ready for when I talk about discounts, because I'll always want to swing a sweet deal.



### 3. I need to see better ROI

**We've brought up ROI 2x in June versus January, and only seems to be increasing.**

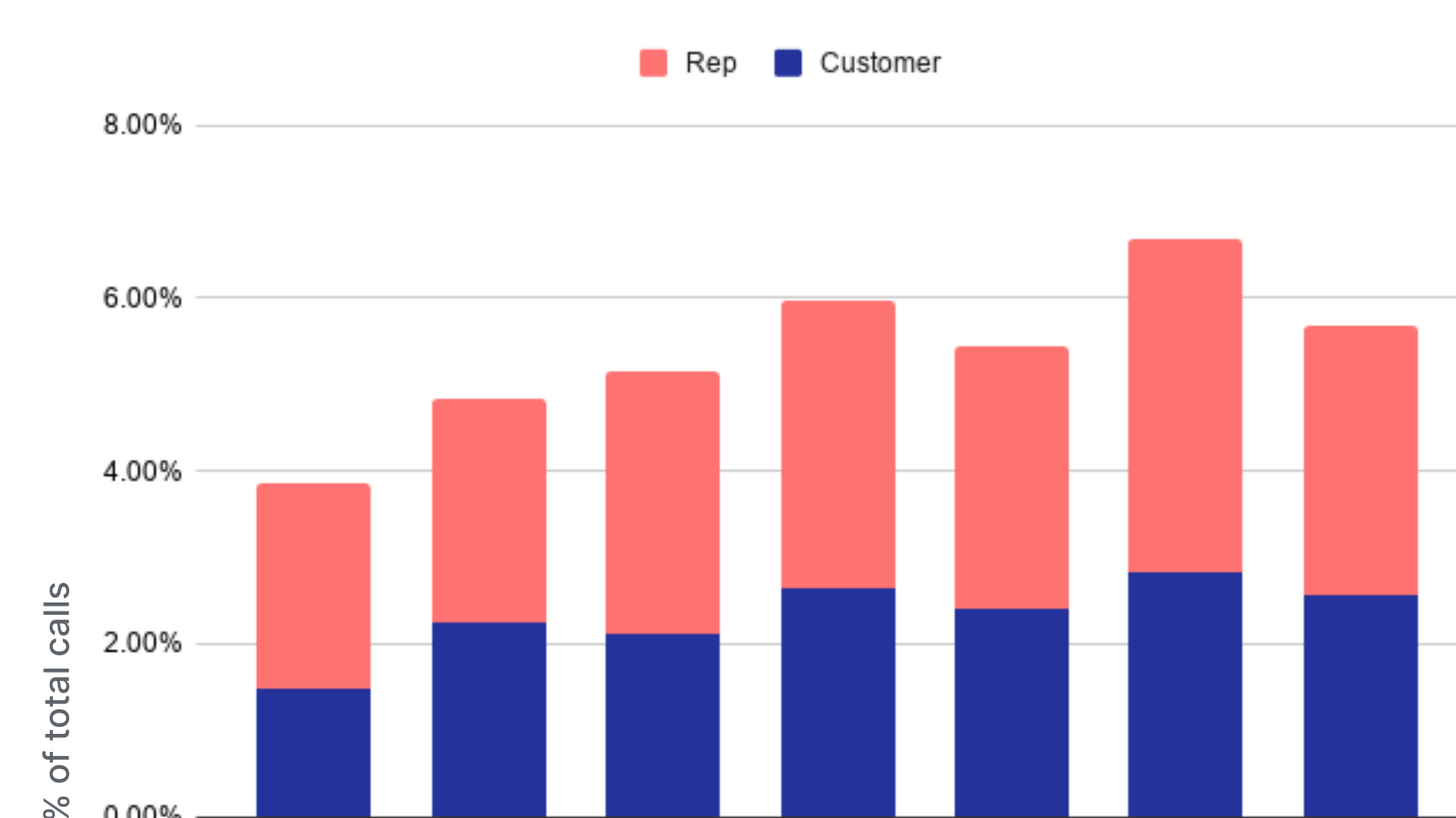
**Tip:** The sooner you talk about ROI, the fewer the chances of me talking about discounts later.



### 4. I'm saying that the timing is not right

**We're talking MORE about timing than about budgets. So, deals are going to get stretched EVEN if budgets are available.**

**Tip:** If follow-ups are not your forte, get on it. Fast.



### 5. I'm not that bothered about my internet connection

**Both of us are home, but you are less comfortable with your new reality.**

**Tip:** Try and reduce distractions in your home environment, as maybe you're using these phrases to cover up nervousness as you work from home.

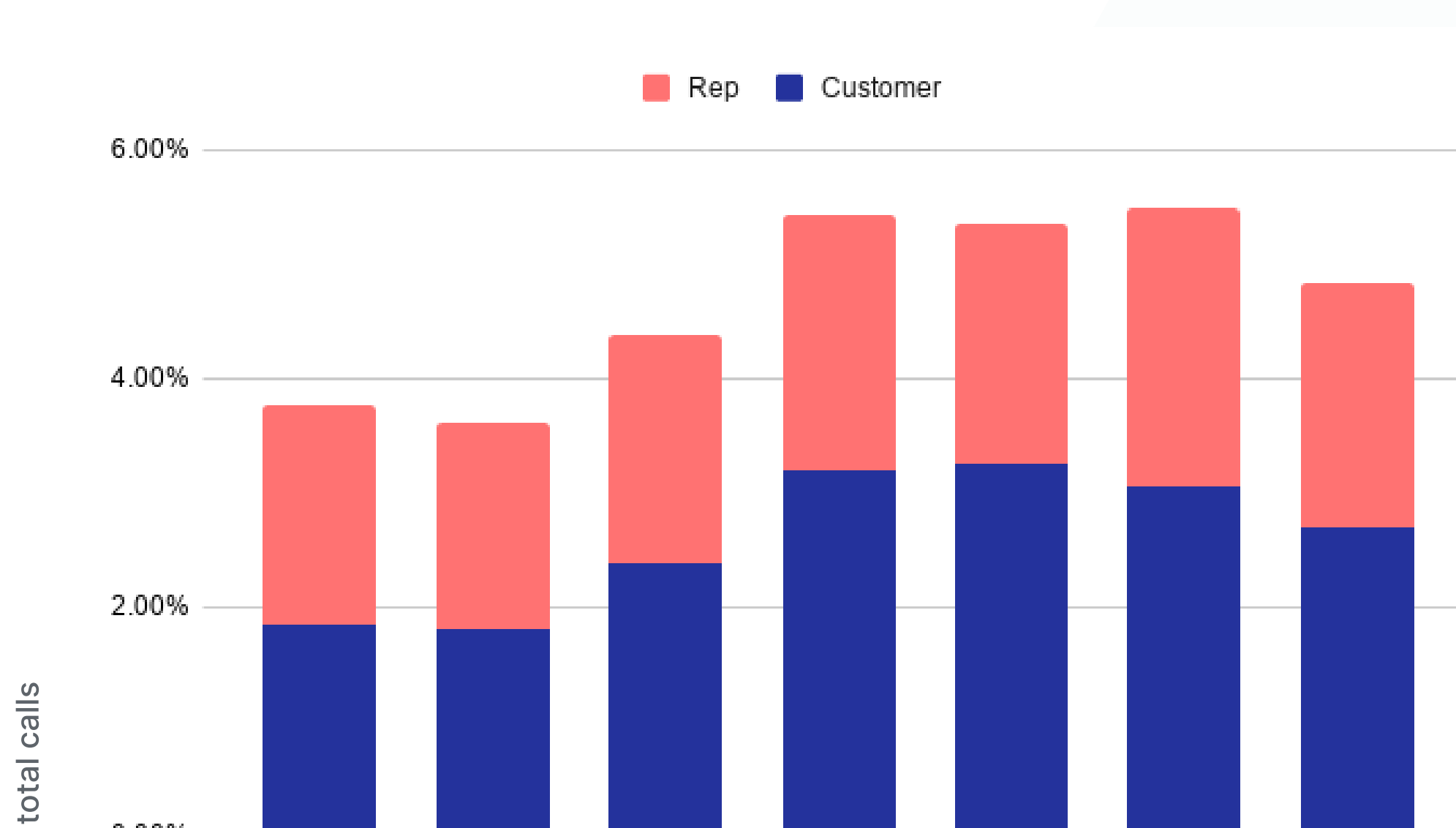
## And what about parenting?



### 6. I'm talking more about my kids and parenting

**I am bringing up my kids (literally), parenting and schools being shut, twice as often than before.**

**Tip:** Struggling to build rapport? Talk kids to me!



**LISTEN BETTER**

— PITCH BETTER —

Curious to see what else your customers are saying? Get in touch!  
[www.trywingman.com](http://www.trywingman.com)

