



Sales tips for a COVID-19 world

Since March 2020, the process for selling into schools has been different, with many organisations feeling unsure and anxious about contacting schools in the current climate.

Here's our **top tips** for selling in this COVID-19 world:



Change to an inbound marketing approach

Inbound marketing is a business methodology that attracts customers by creating valuable content and experiences tailored to them.



Utilise the COVID-19 Protocol animation videos

The animation videos are a great way to build trust with your customers and reassure them that you are dealing with the current situation professionally and pro-actively.



Practice video sales meetings

You are most likely comfortable when meeting with a customer face-to-face, however it is beneficial to also have this confidence on camera. Many sales meetings are now being carried out via video call – so get with the times!



Ask for referrals

Word of mouth is still very effective, and even more so when the sales process may be lengthened due to current obstacles. When ever you speak to your existing customer base, why not ask the question; "Is there a school you know of that would also benefit from our support?"



Keep those sales activities up!

Many organisations feel uncomfortable selling to schools in the current climate. It's key to remember two things. One, schools still have budgets, and two, schools still require your support. Continue your regular touch points with schools and most importantly, PICK UP THE PHONE!