

SALES RECOVERY PROGRAM

LEADING COMPANIES OUT OF CRISIS



After the initial impact of a crisis address key questions including:

- How can we generate an accurate revenue forecast?
- How do we address requests for cancels or reductions?
- How do I keep my team productive while working remote?
- Where should we focus to generate new business?
- How do we know if our adjustments are working?
- What should our customer messaging be?

DURING THESE TIMES LEADERS NEED TO...



UNCERTAINTY

- Provide clarity
- Capture data
- Communicate wins
- Address emotions



ADJUSTMENT

- Create plan options
- Coach often
- Measure and reinforce
- Readjust



RECOVERY

- Set clear expectations
- Show progress with data
- Celebrate wins
- Keep team focused

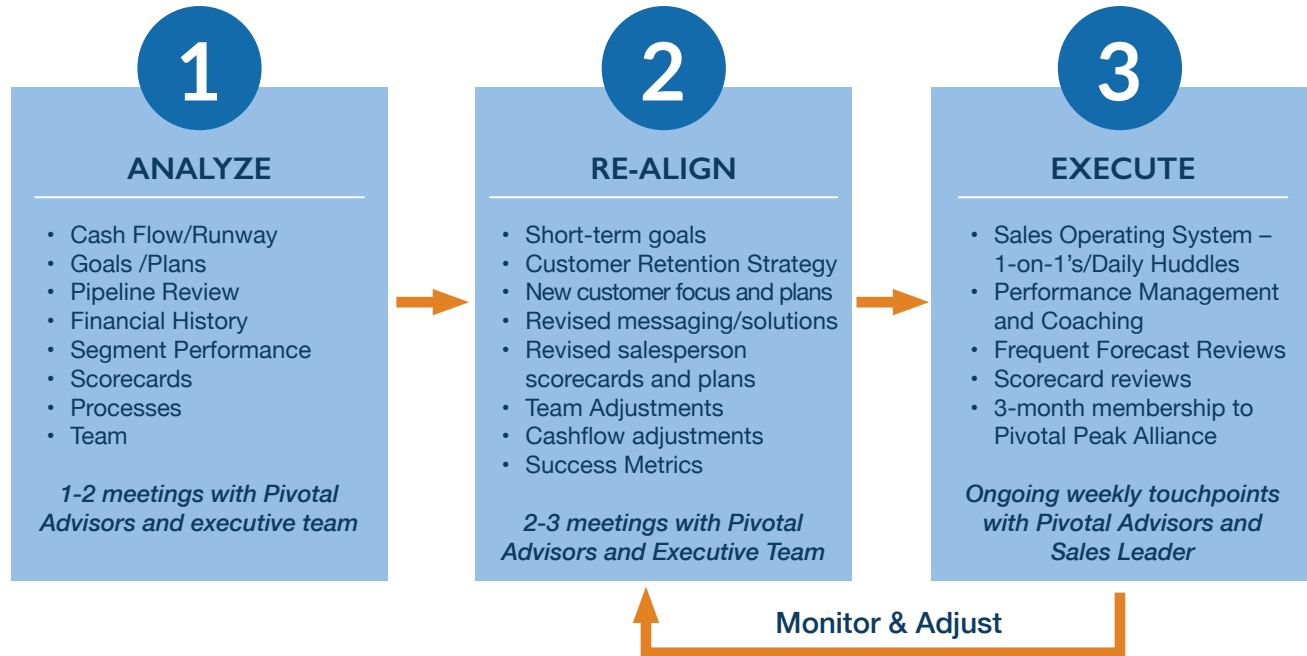


NEW REALITY

- Measure
- Reinforce
- Celebrate
- Anticipate the next time of uncertainty based on leading indicators

THE PROCESS

Pivotal Advisors will help you create a plan you can implement in under three weeks and work with you to monitor results and make adjustments.



THE OUTCOMES



PLAN

Existing and New Customer Strategy
Revised Messaging
Specific short-term goals



EXECUTION

Clear communication cadence and expectations
Every person on the team knows what to focus on each day
Performance Management to Drive Accountability



VISIBILITY

Feedback systems and metrics to understand what is working
Increased Forecast frequency
Key Triggers identified to make adjustments