



# NOW AND NEXT: SURVIVING THE COVID-19 CRISIS

## SALES AND MARKETING TIPS

## AN NGA WEBINAR

### Survive and Thrive - My Notes

#### Beyond Surviving

- Focus beyond just surviving
- Thriving

#### Keep Selling

- New normal
- Be ready

#### Challenge your own Assumptions

- What is possible?
- What is impossible?

#### Virtual Consultations

- Tech consideration
- Stick to your Process
- What would you miss in the virtual process?
- Ask for what you need.
- Be real
- Other tools

#### Clients

- Trust them
- Teach them
- Build relationships

#### The Sale

- Incentives
- Complementary services
- Be honest about what can be done and what can't

#### Where are the clients?

- Fishing
  - Bait
  - Type of fish
  - Stocked Pond
- Online

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