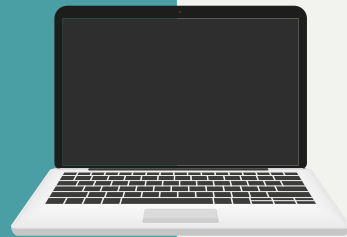


5 KEY IMPACTS OF CORONAVIRUS ON B2B SALES...

...AND HOW TO MANAGE THEM

Remote Workforce

Social-distancing and stay-at-home mandates are forcing employees out of their sales routines and into remote sales practices.



Engaged Partner Network

Keep your channel partners motivated, connected, and on task by driving behavior and increasing sales.

Disrupted Supply Chain

Complete and partial shutdowns of major manufacturers leaves all members of the B2B channel facing production delays and unfulfilled shipments.



United B2B Channel

Invest in a customer loyalty strategy to help strengthen relationships with channel partners and improve collaboration.

Cancelled In-Person Events

Cancelled trade shows and in-person sales meetings inhibits a major portion of the sales and marketing strategy in the B2B channel.



Digital Marketing

Redirect sales and marketing budgets reserved for cancelled events into digital marketing avenues that improve communication, engagement, and even provide training for channel partners .

Fluctuating Demand

Shifting priorities creates a new hierarchy of "essential" products. Channel members are forced out of business or working overtime to meet new supply demands.



Customer Retention

Focus attention away from acquiring new business and onto retaining top earning channel partners to drive brand loyalty even after the pandemic.

Need For New Technology

Digital alternative needs for marketing and sales practices skyrocket as the livelihood of the B2B channel depends on it.



Channel Software

Invest in channel software that helps you track sales, move product, increase market share, connect with omnichannel communications, and reward your loyal customers.

Let Us Help You Manage the Impact.

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