



COVID-19

Member Survey:
How is your business coping?

Insights Report

May 25, 2020



METHODOLOGY

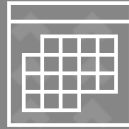


STUDY



With the ongoing coronavirus outbreak, CPSA created a survey to analyze the perceptions of sales leaders and frontline sales staff

The main purpose is to gain insight on how the pandemic has affected day-to-day sales activities and identify how businesses have responded and adapted to the pandemic



FIELD DATES



Field Start: Friday April 24, 2020
Field End: Friday May 8, 2020
Days in Field: 14



SAMPLE



We collected responses of Canadian Adults (age 18+) who are members of the Canadian Professional Sales Association

To keep the sample as representative as possible, we controlled the sample output so that it was as reflective of the CPSA membership base demographics as it could be

n=168



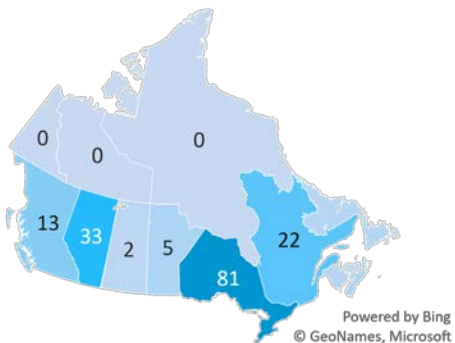
NOTES



The survey and its associated findings/insights are intended to act as a tool to share how other businesses are responding to the COVID-19 pandemic

DEMOGRAPHICS

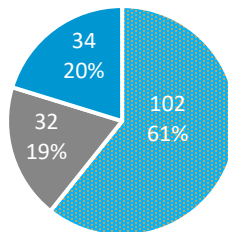
Region



Respondents

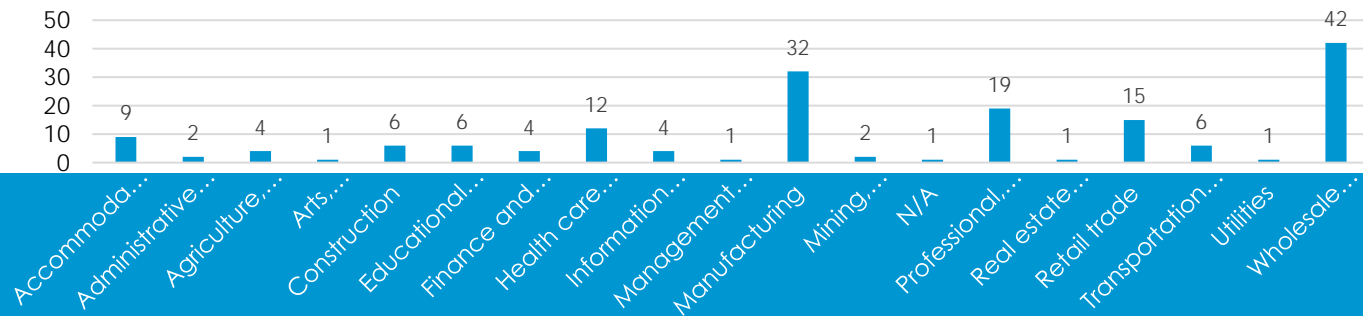


Size of Business (number of employees)

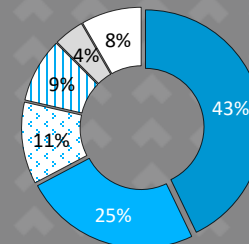


■ Small (99 or fewer) ■ Medium (100-499) ■ Large (500 or more)

Industry

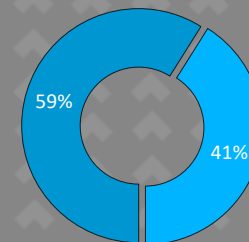


Size of Sales Team



■ 1-5 ■ 6-20 ■ 21-50
■ 51-100 ■ 101-200 ■ 201 or more

Leader vs. Frontline



■ Sales Leader ■ Sales Representative or Frontline Worker

RESULTS

Change in 2020 revenue projections due to COVID-19

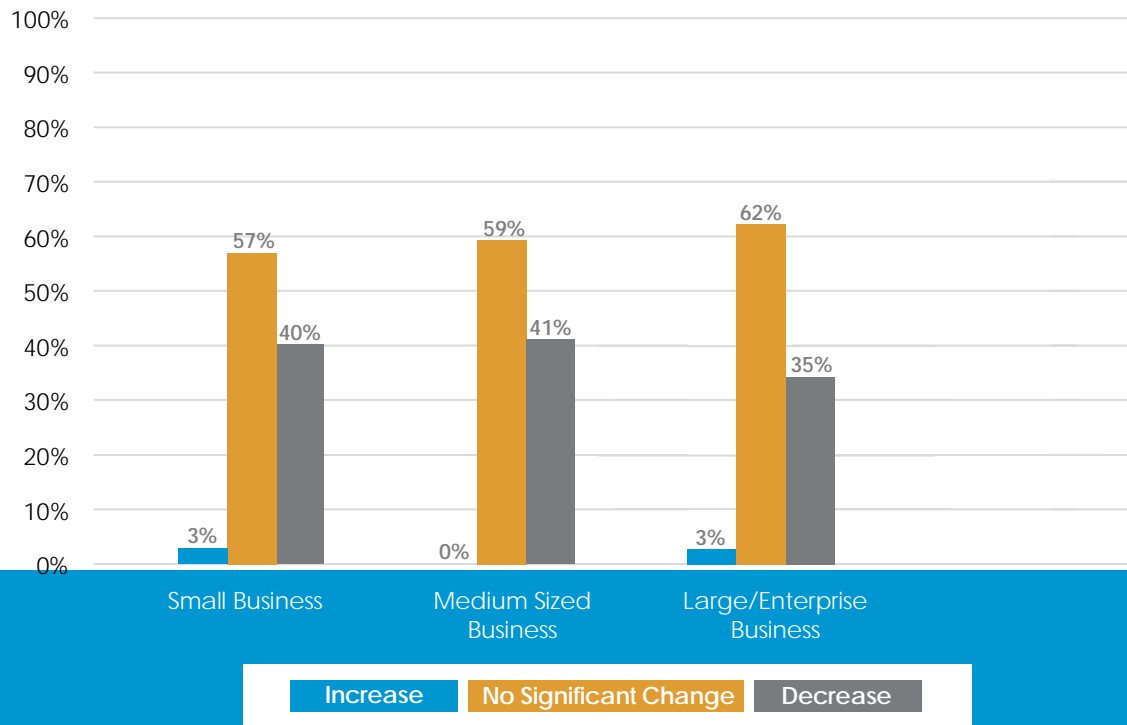
	Accommodation and food services and drinking places	Administrative and support, waste management and remediation services	Agriculture, forestry, fishing and hunting	Arts, entertainment and recreation	Construction	Educational services	Finance and insurance	Health care and social assistance	Information and cultural industries	Management of companies and enterprises	Manufacturing	Mining, quarrying and oil and gas extraction	Professional, scientific and technical services	Real estate and rental and leasing	Retail trade	Transportation and warehousing	Utilities	Wholesale trade
Increase In Revenue	11%	-	-	-	-	-	-	-	-	-	-	-	5%	-	-	17%	-	2%
No Significant Change	-	50%	75%	100%	33%	67%	75%	83%	75%	100%	56%	50%	74%	100%	67%	67%	100%	48%
Decrease In Revenue	89%	50%	25%	-	67%	33%	25%	17%	25%	-	44%	50%	21%	-	33%	17%	-	50%

Base: Sales Leaders and Frontline Sales Reps (n=168)

*Percentages represent the proportion of respondents within each industry; based on change in self-reported revenue buckets



Change in revenue projections due to COVID-19

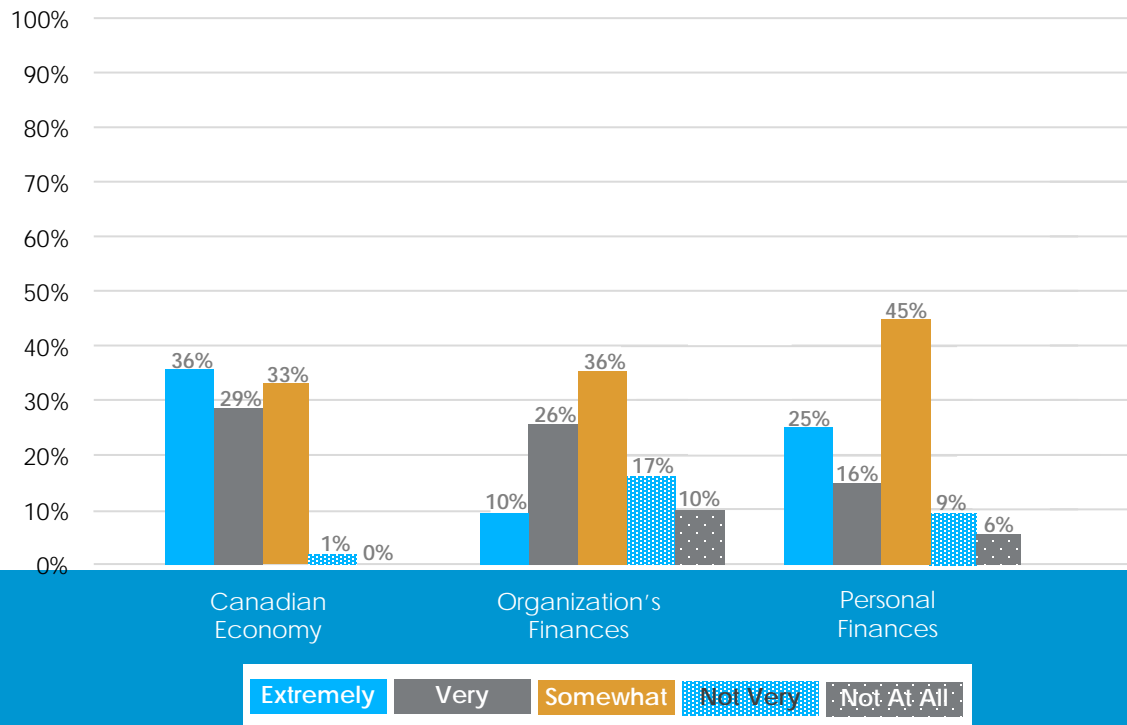


▲
**Proportion of Industries
 Overall Increase
 Projected Revenue**
2%

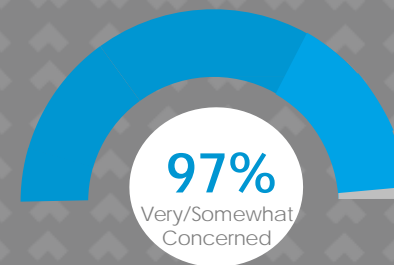
▬
**Proportion of Industries
 No Significant Change
 Projected Revenue**
58%

▼
**Proportion of Industries
 Overall Decrease
 Projected Revenue**
39%

Level of concern among frontline workers - finances



Level of Concern Among Sales Leaders



- Very concerned
- Somewhat concerned
- Not concerned

Primary Reasons for Concern

Cash flow or revenue concerns - downturn in sales

Economic impact due to disruptions to the normal course of business

Supply chain management resulting in shortages

The top 3 reasons for both struggling and flourishing businesses

Negatively Affected – Largest Proportion

- Accommodation and food services and drinking places
- Construction
- Wholesale Trade

Revenue or sales volume

Access to customers in Canada

Cash flow

Positively Affected – Largest Proportion

- Transportation and warehousing
- Accommodation and food services and drinking places
- Professional, scientific and technical services

Supply chain

Access to customers in Canada

Revenue or sales volume

What Are Some Specific Reasons For The Downturn?

"Since the lockdown all of our clients have closed and our sales have come to zero since March 16th to date."

"Focus, productivity, and team member anxiety (emotional well-being) related to the nature of this uncertainty"

"Orders are down 98% at our busiest time of the year!!!!"

"Adapting operations to comply with physical distancing requirements"

"Construction sites have been shut down in provinces - contractors have laid off or closed due to lack of business during this time."

"Inability to meet customers' orders cancelation dates resulting in us carrying seasonal merchandise for a year"

"Exchange rate is awful for Canadian businesses that buy anything from the US"

Hurdles to overcome

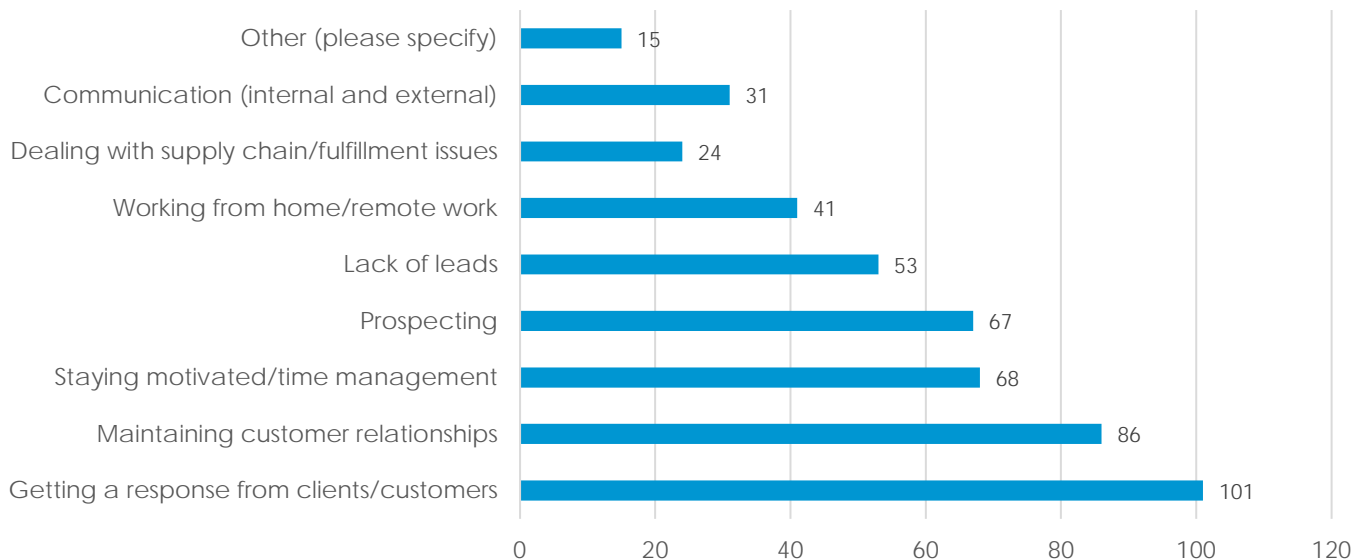
Dominant Themes - Other
(please specify)

Loss of business - ability to scale up to normal operations after the pandemic

Lack of opportunities

Trying to balance informing and educating without overwhelming clients/customers

In-person Interactions



Current state of business continuity and what others are doing

Actions being taken by those with a preparedness plan

77% of Sales Leaders are communicating – promptly, clearly, and transparently

75% of Sales Leaders are putting employee well-being above all else

59% of Sales Leaders are keeping expenses in check and having backups for budget deficits

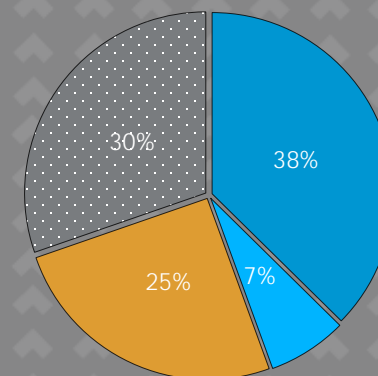
Open-ended responses

Donating PPE to those frontline hospital workers

Maintaining a financial “cushion” of at least 2 months to cover expenses

Creating new service offerings in response to the pandemic

Did You Have A Business Continuity or Emergency Preparedness Plan?



- Yes, we have begun implementing the plan
- Yes, but we have not yet implemented the plan
- No, but we are in the process of developing a plan
- No

Change in day-to-day sales activities

Doing Less – Frontline Sales

65%
Cold calling

65%
Prospecting

63%
Negotiation

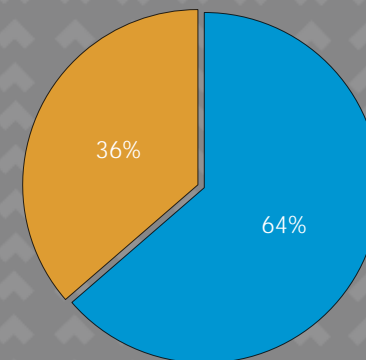
Doing More – Frontline Sales

61%
Professional development
& training

59%
Learning more about my
Products/Services

59%
Cleaning up your
CRM/maintaining client
records

Sales Leaders



- Have staff working from home or at a safe location
- Have halted operations in some form

Frontline Sales Reps

94%

are currently working from home

62%

have reported seeing an increase in communications and hygiene information from their Sales Leaders

56% of Sales Leaders have their team putting a **stronger focus on account management**

52% of Sales Leaders have their team **assisting operations, marketing, or other departments**

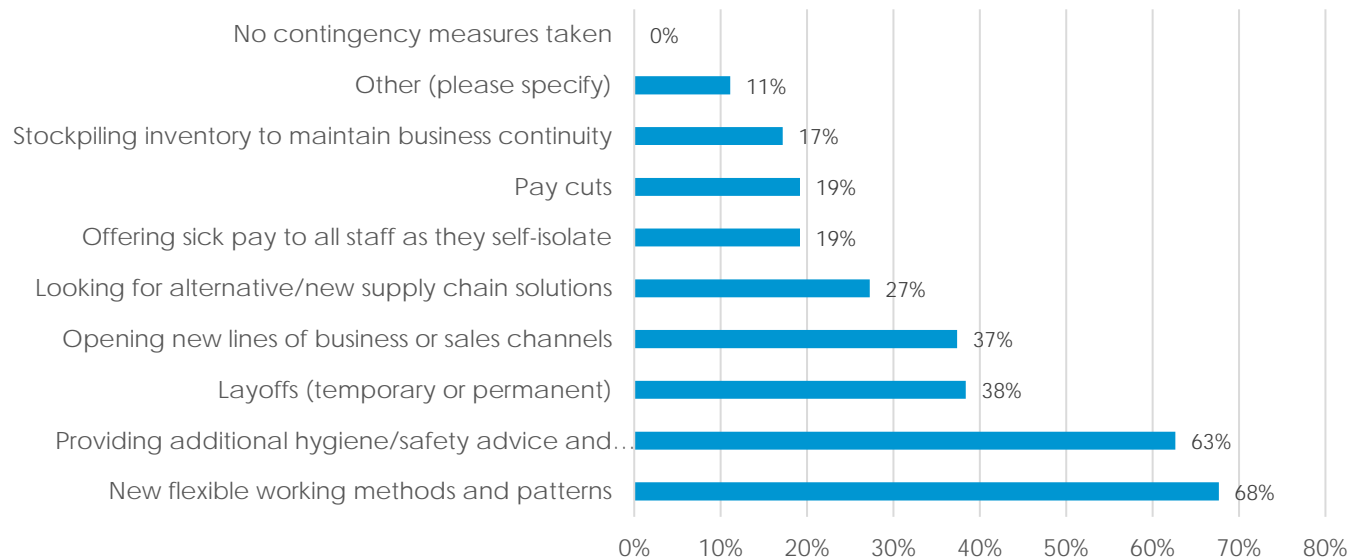
39% of Sales Leaders are encouraging their teams to **engage in professional development/training**

Base: Sales Leaders (n=99); Frontline Sales Reps (n=69)

*The top 3 responses for changes in day-to-day activities among Frontline Sales Reps are reported as proportion of sample who selected the response

What companies are doing to mitigate the impact of COVID-19

Dominant Themes - Other
(please specify)



Increased employee communication

Operating on reduced hours

Increased product or service development

Changes to the physical workspace

Focus upon return

Sales Leaders – Dominant Themes

Larger focus on customer: relationship management, appreciation, and understanding needs

Generating new business and developing new lines of business

Increased focus on marketing efforts – reaching the right customer

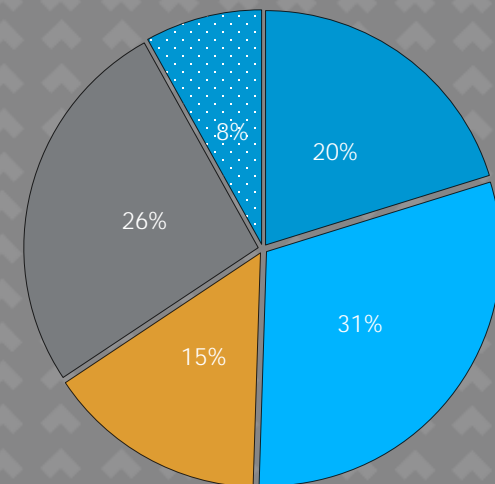
Frontline Sales – Will Do More

84%
Virtual calls with colleagues (e.g. Skype, Microsoft Teams, Slack)

75%
Virtual sales meetings with clients/customers

75%
Work from home

How long will it take to bounce back?



- Less than a month
- 1 to 3 months
- 3 to 6 months
- 6 to 12 months
- More than 12 months

74% of Frontline Sales Reps will be holding fewer in-person meetings upon return

CONCLUSION



HURDLES

Aside from revenue & cashflow problems, the biggest hurdles that organizations are currently facing are:

Generating new business (leads & prospects)

Maintaining communication and getting a response from clients

Managing relationships with clients/customers

Staying motivated



INSIGHTS & RECOMMENDATIONS

Over-communicate. Be prompt, and clear with your instructions and expectations. Be transparent with your sales team, and with your customers/clients or prospects

Employee wellbeing is critical during this time. Be sure to check in with your team, and be understanding that it may take more time or effort to finish a task

Once we're on the other side of this, don't just forget what happened and resume normal business operations. Take stock of what happened and start developing an **emergency preparedness plan** for the future

Engage in professional development. Now is the time to improve on related job skills with a current slowdown in business operations



FINAL THOUGHTS

Industries across the country have all been affected in some way by the outbreak of COVID-19. While this is a terrible occurrence, it has been a very eye-opening stress test on emergency preparedness and business continuity

As we continue to navigate through these times, we should take a moment to reflect and put stock into the lessons learned from this experience

For any questions about
these findings please contact:

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