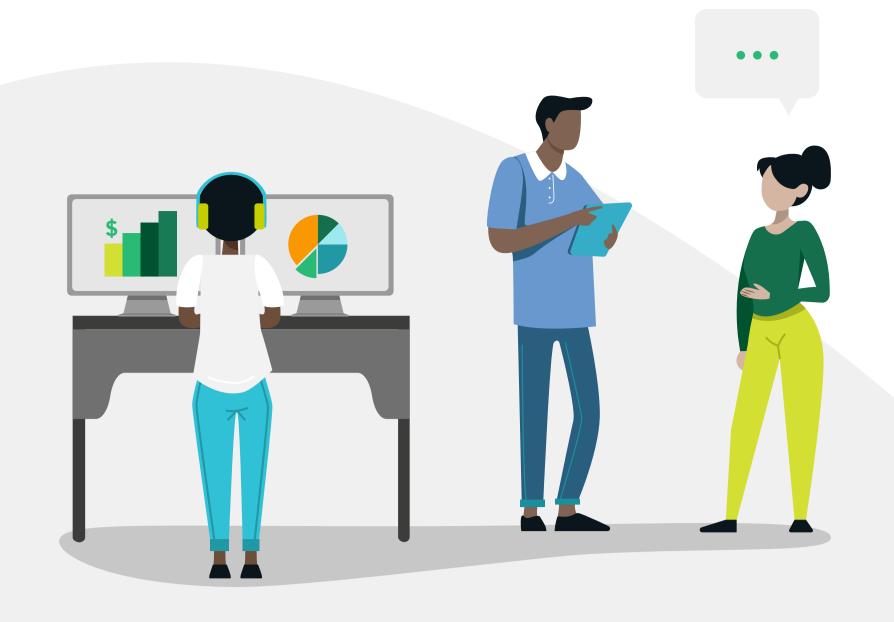
BCG Digital Sales Market Insights

VOLUME ONE



Inside Sales COVID Response

In the first installment of this study, we surveyed C-Suite leaders at Fortune 500 companies on how COVID-19 impacted the sales function and how their inside sales organizations responded. Based on the survey, we uncovered four key insights.

It was hard, but we did it

COMPANY COVID PREPAREDNESS



Made adjustments with smooth transition



Responded "very prepared"

REMOTE WORKING MODEL



Transitioned all sales roles to WFH (no travel, no customer visits)



Transitioned most sales roles to WFH (limited field visits by exception)



Implemented hybrid model (select teams in office and/or alternating schedules)



Continued business 2%

as usual

CHANGES TO BE KEPT AFTER "RETURN TO NORMAL"

Increased communication, motivation, training and coaching programs

78%

Increased use of inside sales/remote sales

Adoption of new sales tech/tools

Leadership matters (and so do tools)





74% Maintaining employee motivation/morale

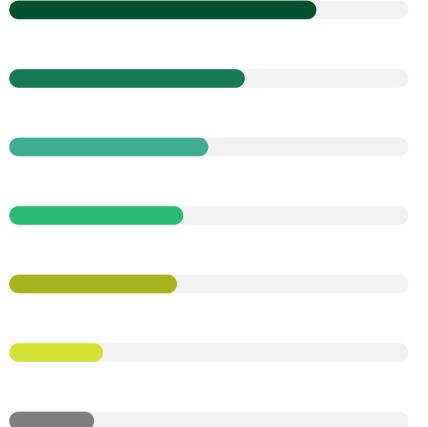
52% Flexible arrangements for parents/caregivers



The biggest challenge ahead is motivation and training



MOST SIGNIFICANT CHALLENGES WE EXPECT GOING FORWARD



30%

78% Maintaining employee motivation/morale

58% Challenges with "on the job" training given working from home

46% Reduced or delayed budget dollars for investments

34% Flexible work arrangements for parents/caregivers Employee churn due to burnout/health concerns/ 30% non-work demands; Revision of incentives/quotas

18% Managing costs to preserve margins

due to uncertainty in the market

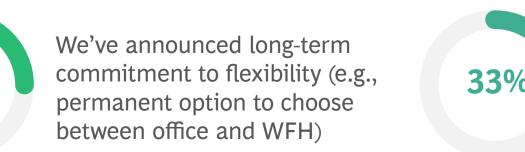
16% Managing customer expectations, re: field visits

THE LONG-TERM COMMITMENTS COMPANIES HAVE MADE RELATED TO COVID

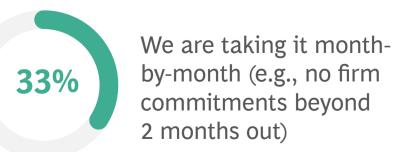


24%

We've announced permanent changes/moves (e.g., permanent transition to WFH, closing offices, etc.)



We've announced near-term commitments (e.g., transition to WFH for 2+ months, with defined end date)



The world will be different (but we don't yet know how)

Source: BCG Survey, December 2020/January 2021, fielded to AAISP Membership.