

YOUR GUIDE TO BUSINESS & SALES SUCCESS

The Missing Maps

of Maurice Wilson




SALES SH/FT





Will the business and sales strategy that got you here - get you there?



**In these
unprecedented
times, while
the world waits
for a hero to
emerge, we
look for
inspiration.**

COVID-19 has created an almighty business avalanche but common goal and vision need not waiver - it's the same mountain to climb, businesses just need a new path to the summit.

At Sales Shift we have found inspiration from Maurice Wilson, a decorated British WWI soldier, wounded wanderer and Tuberculosis survivor. An eccentric visionary, weaving Eastern Mysticism with his Christian ethos, he had combined prayer and fasting to cure himself and was now hell-bent on showing the world the power of his faith, by parachuting on to the top of Mount Everest.

BUT A DREAM WITHOUT A PLAN IS JUST A WISH

Our plan is to share the
3 MISSING MAPS
with you to find a path
through your
challenges.
**Your 'Due North' for
success.**



1 SURVIVE

But [a dream with out a plan is just a wish](#), and although he was inspired by the failed attempts at the Everest summit he switched to a "why not crash the plane onto the mountain and walk to the summit" approach.

Naturally, with the high level of risk and likelihood of failure so high, one could be forgiven for assuming [proper preparation would be key](#) for Maurice Wilson.

Confoundingly, he was content with a second-hand plane, a couple of months of lessons, some light-weight hiking clothes, and a few jaunty strolls around London, before declaring himself ready.

**Are you prepared?
Do you have a plan – or is it just a wish?**



1 SURVIVE

In this survival phase there are a number of tools available to thoroughly assess what is necessary for this changed environment.

Sales people are kept from customers, teams cannot be together, entire industries have collapsed, cash in businesses is tight - so where do we start to make things happen? Here are four key steps to Survive.

Traffic Light Clients

List your clients and rank them as 'High Risk' in red for urgent help, 'Medium Risk' on orange for support and 'Low Risk' on green for 'business as usual'. From here you can develop scenario contact plans for each.

Identifying Hot Spots

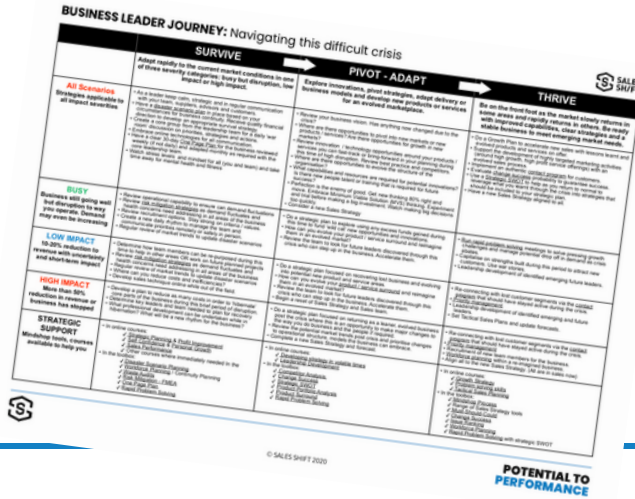
"Nothing like a crisis to shine a light on opportunities." In all this chaos, take the time to make some 'RUOK Calls' of support. Empathetic contact is critical to support an existing relationship, and will also find the hot spots.

Scenario Map

Scenario Mapping allows you to understand the reality of the current situation and plan different scenarios (good, bad & ugly) to get to where you want to be and determine how this is to be implemented.

Find Your Due North

Documenting a Leadership Journey Map for your business will provide you with a roadmap for your sales team to get started again. Get some quick wins with some 'low hanging fruit' and set the path for the journey ahead.



1 SURVIVE

Leadership Journey Map

To help you move from 'Survive' to 'Pivot', here is an easy Map (on a page) to help you navigate through this difficult crisis.

Use the selected notes in this example to start and adjust to suit your particular situation. Download the complete [Business Leader Journey](#) template.

	SURVIVE	PIVOT	THRIVE
	Adapt rapidly to current market conditions in one of three severity categories: busy, low or high impact.	Explore innovations, pivot strategies, adapt delivery or business models and develop new products or services for an evolved marketplace.	Be on the front foot as the market returns. Ready with improved capabilities, clear strategies & a stable business to meet emerging markets.
ALL SCENARIOS	<ul style="list-style-type: none"> • Calm strategic leadership • Disaster Scenario Plan • Embrace online technologies • Have a clear 30 Day Plan & review weekly • Watch stress level & mindset • Etc. 	<ul style="list-style-type: none"> • Review Business Vision • New market opportunities • Review innovation opportunities • Capabilities & resources required? • Consider a new Sales Strategy • Etc. 	<ul style="list-style-type: none"> • Evaluate Change Success probability • Support the development of high targeted marketing activities with an evolved sales strategy • Use a Strategic SWOT analysis • Etc.
BUSINESS BUSY BUT DISTUPTED	<ul style="list-style-type: none"> • Review operational capability • Review risk mitigation strategies • A new daly rhythm to manage team • Etc. 	<ul style="list-style-type: none"> • Reimagine product/service in a new emerged market. • Explore opportunities & innovations • Etc. 	<ul style="list-style-type: none"> • Rapid problem solving to address growth challenges • Capitalise on strengths built • Etc.
LOW IMPACT	<ul style="list-style-type: none"> • Repurpose team members • Review risk mitigation strategies • Regular review of market trends • Etc. 	<ul style="list-style-type: none"> • Plan to recover lost business • Evolve product/service surround for new market • Etc. 	<ul style="list-style-type: none"> • Reconnect customers via contact program • Leadership development opportunities • Etc.
HIGH IMPACT	<ul style="list-style-type: none"> • Plan to reduce costs or 'hibernate' • Identify key leaders & team for recovery • Etc. 	<ul style="list-style-type: none"> • Strategic plan for return to business as a leaner business • Review potential market trends • Etc. 	<ul style="list-style-type: none"> • Workforce planning with re-imagined business • Priority managment • Etc.
STRATEGIC SUPPORT	<ul style="list-style-type: none"> • Online courses • Business toolbox • Etc. 	<ul style="list-style-type: none"> • Online courses • Business toolbox • Etc. 	<ul style="list-style-type: none"> • Online courses • Business toolbox • Etc.

2 PIVOT

A nimble and **creative thinker**, Wilson continued to hurdle any obstacle that blocked his path. He was denied permission to enter Nepal and Tibet so disguised himself as a deaf and dumb Buddhist Monk and was smuggled into Nepal by three Everest porters. His courage and pluck were undeniable and his '**can do attitude**' was contagious.

With Everest in sight Wilson remained resolute in his quest to climb the world's tallest mountain alone.

Now is the time to direct all your energy in creative endeavour and purposeful activity. Everyone in a business must be in sales - everyone!



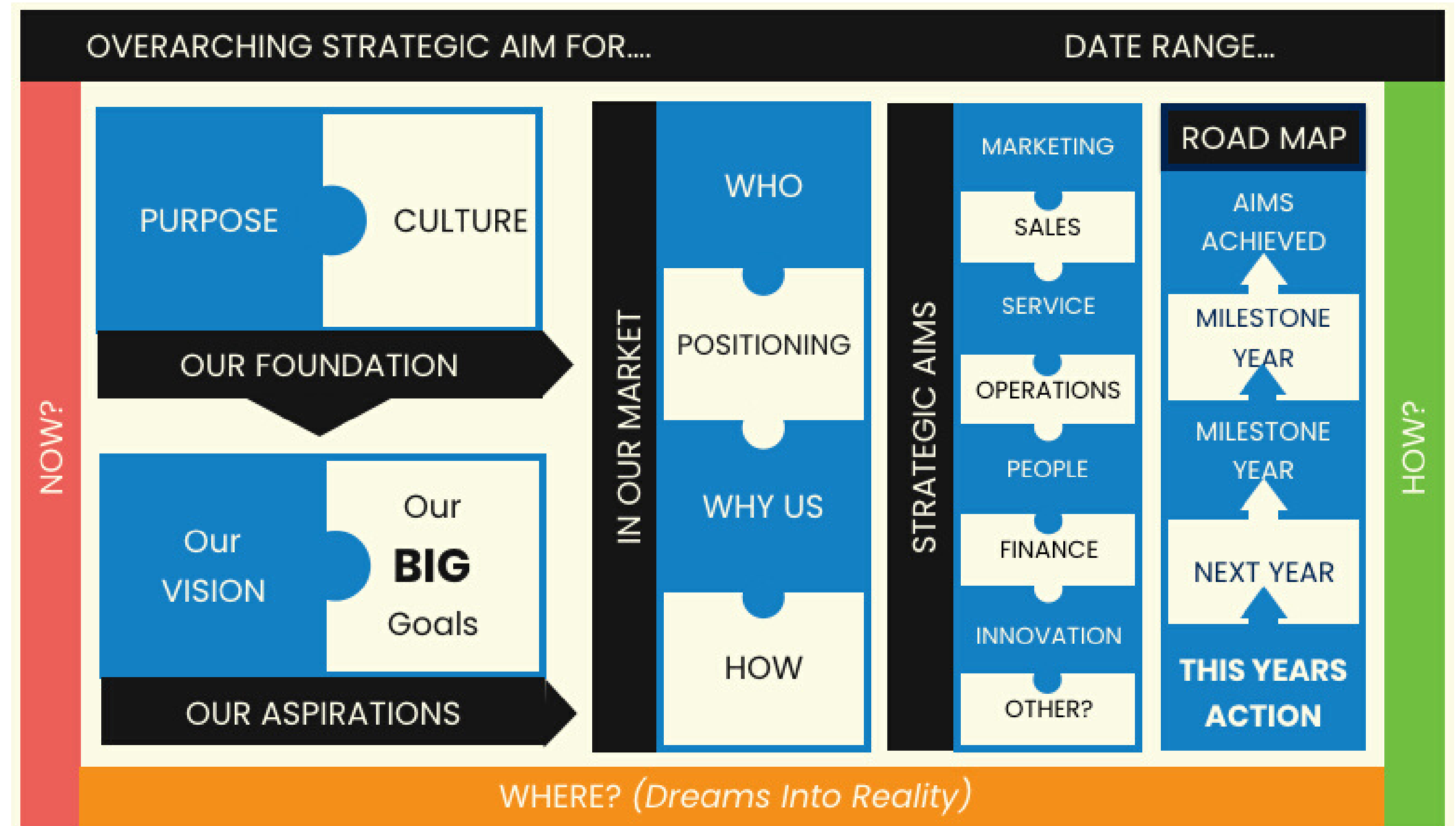
2 PIVOT

Our Strategic Canvas

Our Strategic Canvas creates the thinking to begin the Pivot stage. The jigsaw pieces of great strategy are all here.

Using questions for all the headings will enable you to populate a strong Strategic Canvas to begin your expedition out of the Survive phase.

"What is our Why?"



2 PIVOT

Shifting Sales



The [Sales Shift 2020 White Paper](#) explores the transformation required by your organisations Sales Function to align with a rapidly changing business world.

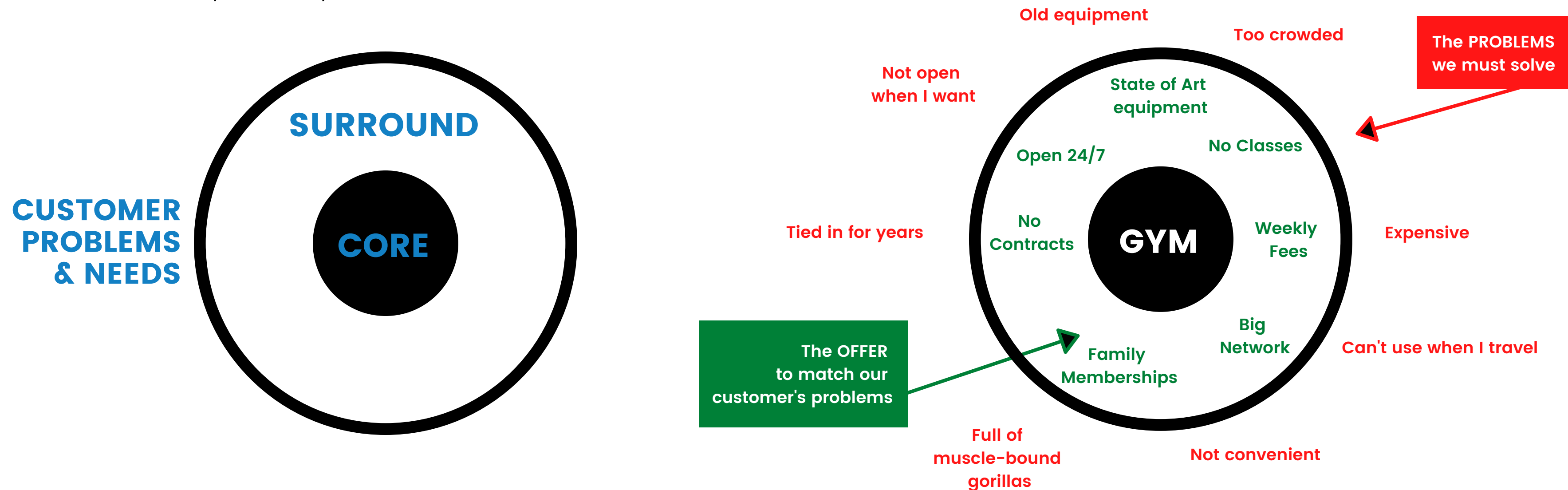
While originally purposed for the years heading into 2020 it is a timely reminder that businesses can no longer afford to rely on the Sales approaches that have been successful for them in the past. In this new COVID climate the nature of business-to-business selling (B2B) has shifted dramatically and organisations seeking to be successful into the future need to prepare for the changing Sales landscape now.

Opportunities abound within environments of change and uncertainty, the characteristics of the current marketplace. Developing a flexible and dynamic sales force can create competitive advantages for a business that its competitors will find difficult to overcome.

2 PIVOT

Product Surround

Explore your customer's problems to rejuvenate or refine your offer or develop new ones by completing a Product Surround. Consider what the problems are that your market is currently encountering. Does your offer match, or solve, these problems? And therefore, are you ready to Pivot?



3 THRIVE

Success did not come easily. His first attempt consisted of five days of incoherent wandering. Throughout his adventure he would constantly conceive a new path **born out of his intuition**. Tired and frustrated, and downright cold, Wilson regrouped time and again, ever confident that he would triumph.

But **blind faith is never enough**. Staunchly refusing to learn from his mistakes, Wilson forced his party to plow on against worsening weather, until the Sherpas pulled up and refused to continue. Begging him to return to the Monastery, Wilson refused and it was the last time anyone saw him alive.

For a team to thrive, agile leadership is the way to bring all together.



3 THRIVE

Get Creative to Get Your Team On Board

Begin with creative Brainstorming and take your team on a journey.

"There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress, and we would be forever repeating the same patterns."

Edward de Bono

Take Action

Make Things Happen

Display Agile Leadership

Ensure Team Alignment

Fail Fast – But Learn Faster

3 THRIVE

Beautiful Question Process

Develop a questioning process that opens the door to all the possibilities that may exist for you and your customer.

HOW



Assumes solutions exist

MIGHT

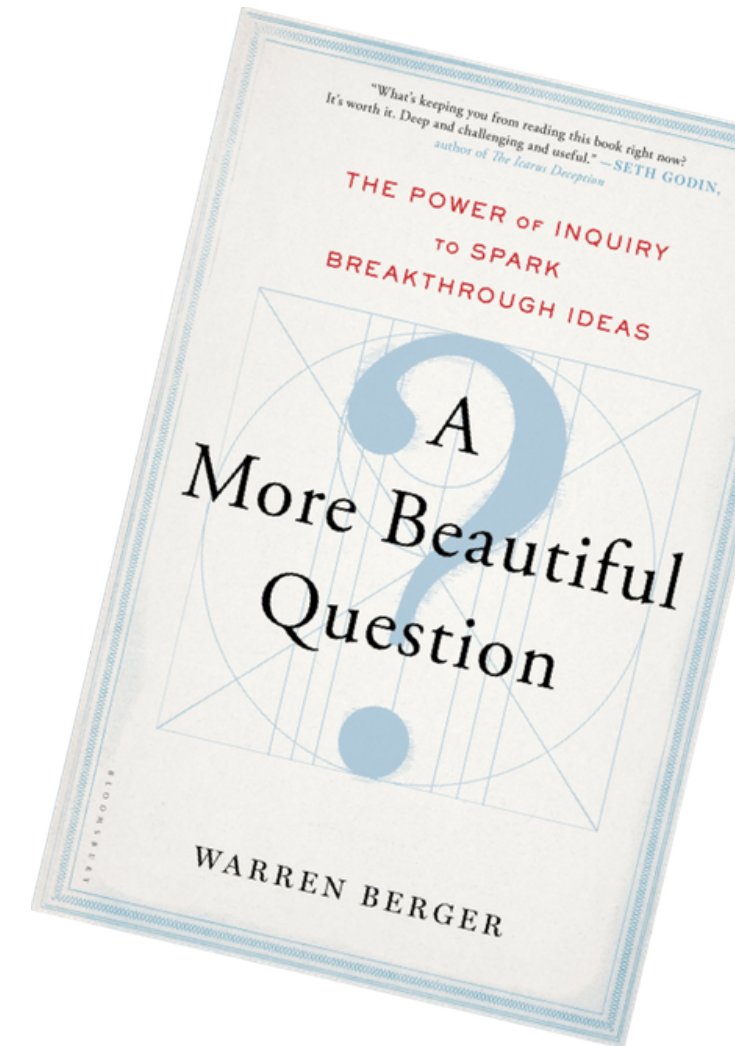


Ideas that might or might not work

WE?



Let's do it together

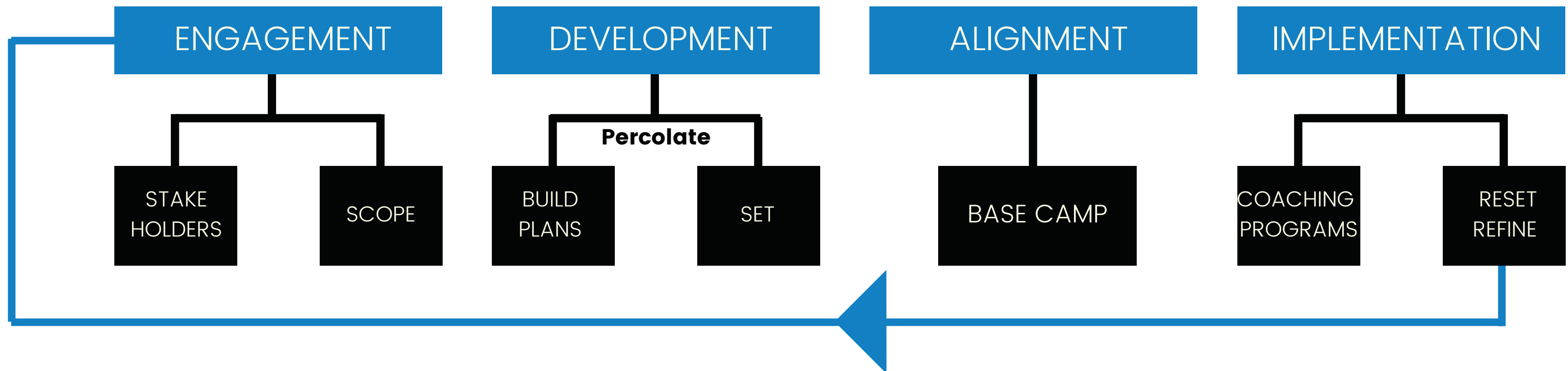


Berger, G 2014, A More Beautiful Question, Bloomsbury USA

3 THRIVE

Strategy Process for Alignment

To thrive it is critical that strategy development does not sit as an isolated event or one-off activity. It must be part of a process that leads to the setting of your new course, your DUE North if you like. It will then cement the alignment of your team to this new course setting. At Base Camp, the alignment and ownership is confirmed, and you can set off on this new path. The key here is creating a shared vision that allows strategy to align with the teams that must implement it.



3 THRIVE

Bold plans need considered actions to be realised!

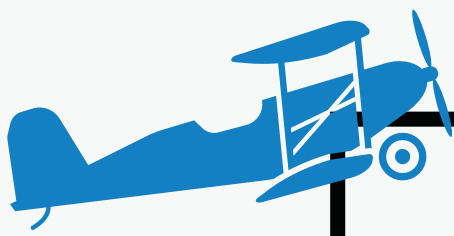
If Maurice had heeded the advice of his Sherpas and returned to the Monastery he may have lived to attempt Everest again.

From the beginning his destination was clear, however his lack of planning and preparation was always his downfall.

Don't be like Maurice!

If you would like to uncover the full story of Maurice Wilson, download our eBook [here](#).





ACTION & IMPLEMENTATION

Set Your Due North

Strategic Re-sets

Conduct an assessment of your current situation and set accountable plans for future action.

Undertake Scenario Planning and develop Sales Strategies to provide awareness and confidence.

Book now to secure your strategic reset workshop. Limited places available in July & August. [Book Now.](#)

Restarts

Sales Re-starts

Restarting sales activity may be tentative for some. The preparation of Simple Sales Strategies, Competitor Analysis and other strategic tools can ensure you're on the right track and provide focus for remote teams.

Kick start sales via a refinement of your Sales Strategy and ensure staff buy-in. [Enquire now.](#)

Keynotes

Vision & Goal Reset

Unite and motivate teams with timely, thoughtful and inspiring presentations. Keynote addresses, online or in person, will support you to lead the way. Share with your team your plan to sidestep the avalanche.

Let us support your leadership efforts to unite your team and set the path ahead. [Book now.](#)

Implementation

Facilitation Coaching

Through fully planned and prepared programs such as a Base Camp, inspire and unite a team to the new vision. Maintain momentum by effective coaching and cadence supported by Sales Management rigor.

Enquire now to book your team into a Base Camp or join a Director's Circle or Growth Club. [Learn more.](#)

ERR ON THE SIDE OF ACTION

WHE'RE HERE TO HELP

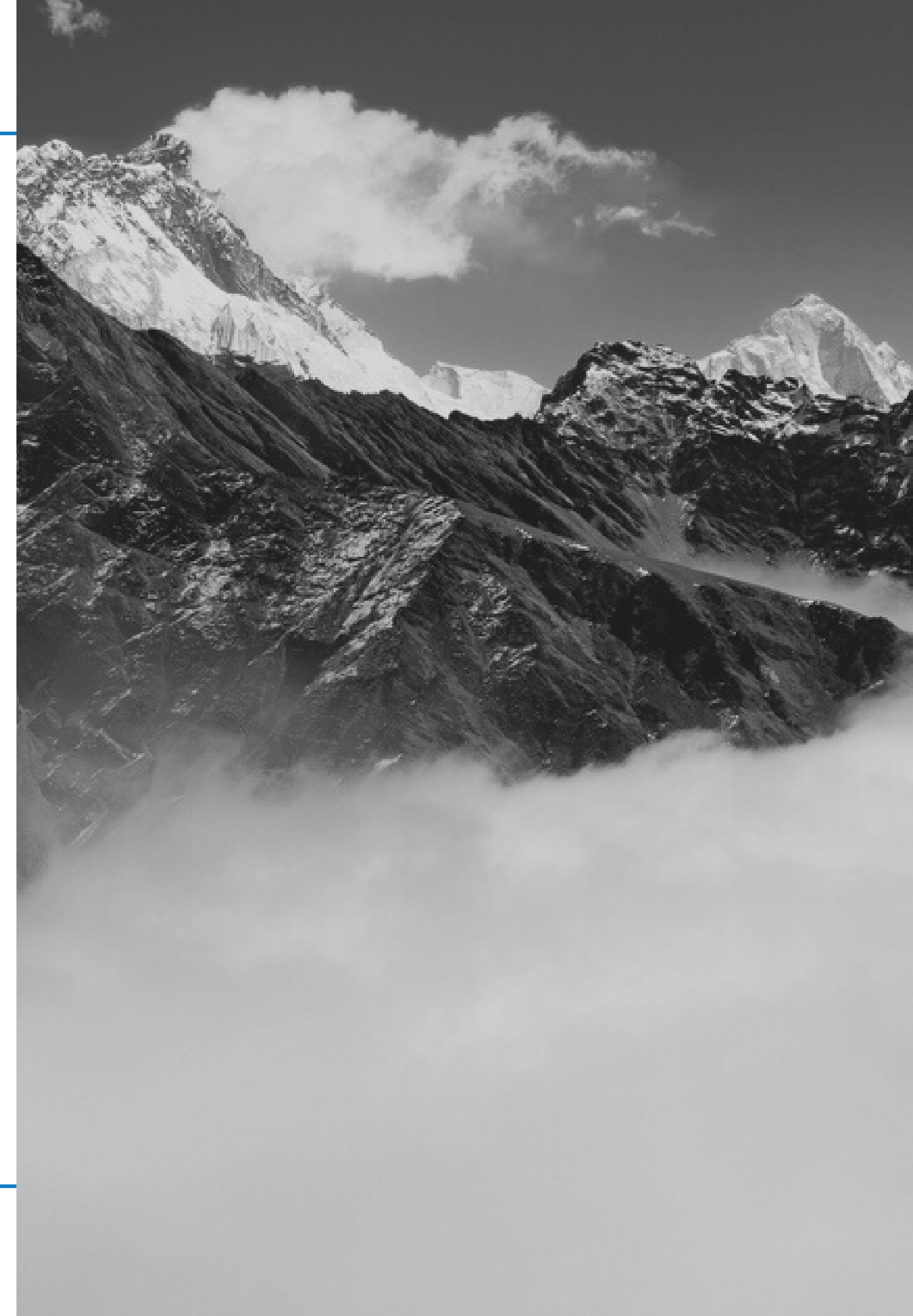
At Sales Shift we have adjusted our consulting framework to work most effectively with clients during this unpredictable time - to help move immobile sales teams to a more energised space, while assisting Management to re-set Sales Strategy for the post-COVID-19 world.

Don't be second to the new sales market, ACT NOW!

And for those businesses who are a little unclear about their summit..... we can help with that too.

MIKE BOYLE

JASON LANGFORD-BROWN





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**POTENTIAL TO
PERFORMANCE**

sales-shift.com

If you would like to discuss how we can assist in planning for your business and sales success as you pivot and thrive please contact us on the methods below.

Resources, diagnostics and tools to help you on your journey can be accessed via our [website](#). Instructional videos are on our [YouTube](#) channel.

Mike Boyle

Australia & Asia

email

mike@sales-shift.com

phone

+61 0 418 503 868

Jason Langford-Brown

UK & Europe

jlb@sales-shift.com

+44 7 860 575 593