

The COVID-19: Empathetic Selling Quiz

Nineteen questions you should be able to answer before selling right now.

Although empathetic selling is the pandemic sales buzzword, most of us in sales could use a quick refresh on how to do it effectively. The last thing you want right now is to be pegged as an over-aggressive seller. So, slow down, get past, “How are you?”, build relationships, and use empathy along the way.

Want a litmos test on how you’re doing? How many of these questions can you answer about your customers / leads on your target list right now? Tally up how many questions you can answer and see your results at the end.

COMPANY

How has the pandemic impacted their business in terms of sales, productivity, and profitability?

What strategic pivots has the business made to survive?

What actions have they taken to protect themselves or even grow?

Are they surviving or thriving right now?

What has leadership learned about their offering, their operations, or their people because of the big changes?

Have there been or are there any planned layoffs or other staff changes?

What is business as usual and what is frozen?

CULTURE

What department, if any, struggles most in this situation?

How is employee morale? Manager morale?

What actions are being taken to impact culture / morale?

What will employees say about the company's COVID response a year from now?

What has been the best or the hardest part of the change regarding people / culture?

How are they measuring or monitoring where the teams and individuals are emotionally?

PERSONAL

What are the biggest challenges to virtual work or the quarantine for them?
How has this impacted their workload, deliverables, strategy, or productivity?
Are there extra people or kids at home as well? Has this impacted their work?
Any funny fails or challenges? What drives them most crazy?
What is the first thing they will do when this is lifted?
Is everyone healthy?

SCORECARD

0 - 4: Don't expect a call back. You may be missing an opportunity to connect with the human at the other end of your sale. Just like most people don't answer "How are you?" with an actual answer, asking rote questions right now will only get you rote answers. Try adding follow-up questions, and use more from this list.

5 - 10: So You're Telling Me There's a Chance!? Well done on pausing the sale and getting to know your potential buyer. It's an unprecedented opportunity to really get to know people and differentiate yourself. Keep up the good work. Go next level by selecting questions from other categories and waiting to sell until call two.

11 - 15: You're an Empathetic Selling Superstar! Your prospects and customers will remember you as caring and that means you've differentiated yourself. Ready to take it to the next level? You can afford to pepper in some sales questions. Be sure the answers you're getting are giving you a lay of the sales opportunity landscape! Qualify with more questions about usage, contracts in place, competitors, and budgets.

16 - 19: Sell Something Already! Just kidding. If you can answer this much about your target, you've clearly built a relationship. Be sure it pays off by getting sales qualification and profile questions answered AND by adding some value along the way (what you're hearing from others, whitepapers, free resources). Next step: work on the pivot - why some customers are learning more about your product or service right now.

Take your empathetic listening, questioning, and value-building skills to the next level with phone-selling skills from Factor 8. 100% virtual. 100% fun. 100% tactical and actionable skills that will pay off fast.

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