

# **Selling and Servicing in Uncertain Times**

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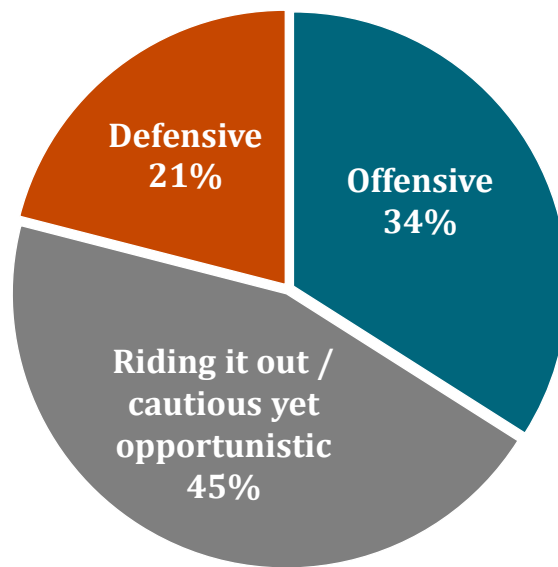
**Organizational Mindsets and  
Staffing Impacts**

**May 2020**

# Organizational Mindsets During COVID-19

There has been an evolution of organizational mindsets between mid-March and the present. Companies initially faced varying degrees of difficulty in maintaining business continuity while transitioning to remote work. Now, many organizations have stabilized their new routines and are seeking pockets of opportunity.

## How would you describe your organization's current mindset?



**Offensive Mindset:** Many companies taking an offensive mindset are technology / software firms who are positioned to help other companies adapt to the changing world (e.g. eCommerce, supply chain management, cloud enablement, digital workflows).

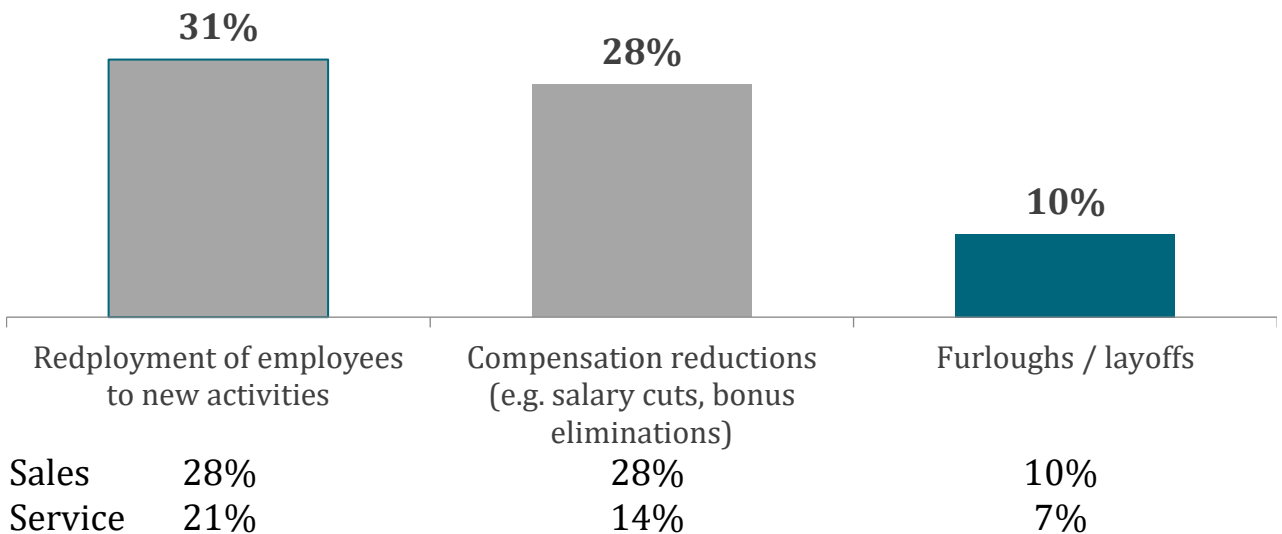
**Riding it Out Mindset:** Firms across a variety of verticals that are stable in the short term and are continuing “business as usual” to the extent possible, while also closely monitoring uncertainty regarding the crisis’ impact on their client base, stock market / economic performance, and recovery timeline.

**Defensive Mindset:** Firms in industries hit hardest by reduced demand, heavily impacted client bases, or changing legislation (e.g. marketing / advertising, staffing, non-profit management, workplace benefits).

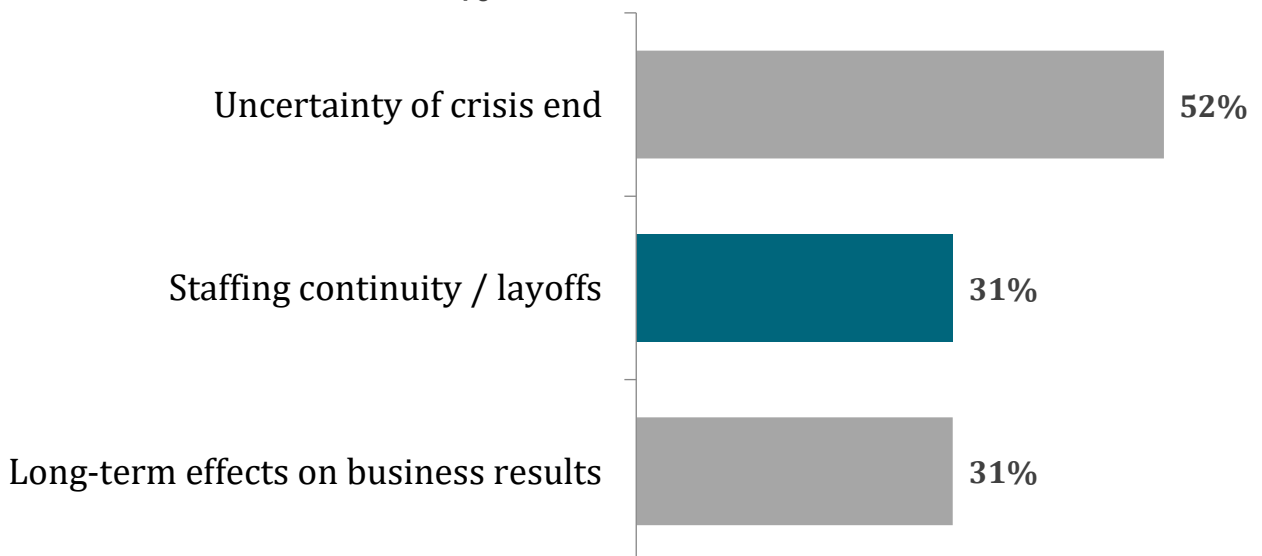
# Sales / Service Staffing Impact To Date

Actions regarding staffing appear to be taking place in order of their severity. While 31% of organizations have redeployed employees and 28% have implemented pay cuts, only 10% of organizations had done layoffs / furloughs at the time of their interview. That said, 31% of respondents stated that the potential for future staff reductions was one of their top concerns.

## % of Companies Changing How Teams are Staffed



## What are the things that are keeping you up at night? % of times mentioned



As a firm specializing in B2B sales effectiveness and client retention research, Anova Consulting Group is witnessing a variety of sales and service-related strategies being adopted in response to the unprecedented challenges brought on by COVID-19. In response to the situation, Anova is sharing trends and best practices reflecting the latest thinking of our broad-ranging network of B2B clients and contacts.

If you'd like to learn more, please contact Andrew Cloutier.

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