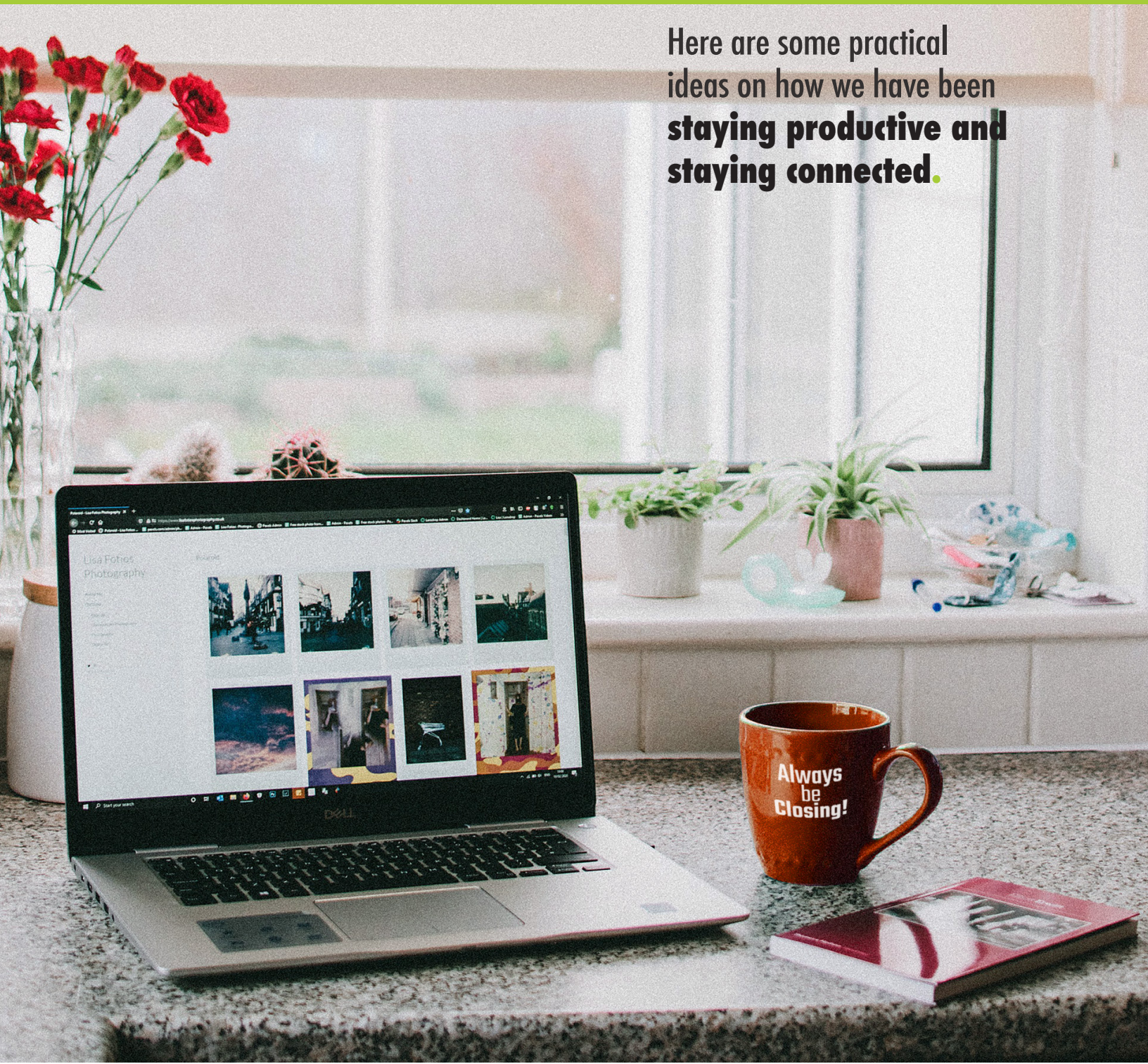


Working from Home?

As you have now discovered,
working from home comes
with a few challenges!

Here are some practical
ideas on how we have been
**staying productive and
staying connected.**



Establish Short Term and Long Terms Goals.

Identify the key activities that will help you attain these goals. i.e.

- It is more important than ever that we actively listen to our clients.
- Many clients will not be able to immediately 'switch' off the impact that COVID-19 changes are having on their life and may need time to transition from that headspace onto the topics for which you have called. This is normal.
- Maintain client contact, via phone, email, mail, Skype and other web-conferencing platforms, as appropriate. Companies that are unfamiliar with working with distributed teams will be struggling with how to effectively make decisions. This is also normal, so think ahead about how you might support your contact in effectively sharing the value you offer.
- Many will find themselves with time they did not have before. Use this time to think strategically about your role, and how you might optimize your efforts to really impact your day-to-day. Normally, we spend our days reacting to incoming requests, this is an opportunity to define the business you are in and the value you bring to your clients. Is this a time to Pivot and potential build a niche in a new market?
- Develop a new skill that will help accelerate your sales performance: become a master at PowerPoint, become an SME in a market you are targeting, learn a new marketing tool such as Hubspot, Constant Contact etc.

1. Set Up Your Home Office

What you need is a dedicated space in your home where you can recreate the office experience and ensure that you're at your best.

If you don't have much space or a desk, it's OK to start with your living room or use your dining table.

In case that it's impossible to build a walled-off office, think about using a divider, rug, or a piece of furniture to section off a part of your living room or bedroom and transforming it into a makeshift office.

2. Have the Right Gear

Given that your family, partner, or roommate will also work remotely during the outbreak, it's crucial to establish a coronavirus-ready office with all the necessary tech gear and tools to keep things running smoothly.

What you need for starters is a fast internet connection and an ergonomic chair that you'll put in your home office where you won't be distracted.

It's also a good idea to think about investing in an adjustable standing desk to maintain a good posture and prevent issues with your back and neck.

A noise-canceling headset can make sure that you're not disturbed by the members of your family or roommates. However, do let them know that you're working and ask them to keep the communication with you on a need-to-know basis.

Don't forget that although you are the only one who uses your laptop, keyboard, mouse, and other gear, these still need to be cleaned on a regular basis – use disinfectants and don't touch anything before you washed your hands properly.

Having an additional screen can be a great idea, especially if you work on a laptop.

Since you'll maybe have to use a printer or another piece of office equipment, a USB hub with several ports can come in pretty handy.

One very powerful piece of helpful stay-at-home equipment is a 'webcam cover'.

Some web conferencing tools don't alert you when the camera is on or off.

Even if they 'say' they are off, people are finding that is not the case. (Oops!).

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3. Maintain Your Regular Routine

We can't stress the importance of this enough.

We've recently changed offices and had to spend some time working from home.

It's really tempting to be laid back, sleep in, or not change from your pajamas all day, because, hey, who's going to see you? But the trick is to behave as if you're on your regular, 9 to 5 job.

So, wake up at the same time, shower, and put on your work clothes.

In a nutshell, make yourself presentable, because meetings, albeit online, will be held.

4. Set Home-Work Boundaries

Remote work comes with a lot of benefits, but there's a danger that it will blur the line between your personal and professional life. You risk either becoming too relaxed or slip into excessive overtime.

Don't procrastinate because there's no one to monitor you and complete all your tasks as if you were in your office.

Establish a rule that you'll work only during your regular hours. After that, you shouldn't take business calls or check work email.

This requires discipline as it's so easy to fall into the trap of deciding to wash the dishes, do your laundry, or have a call with your friend during the office hours.

5. Stay in Touch With Your Co-workers

A feeling of isolation is very common in those who work remotely.

The lack of social contacts during the virus outbreak can only aggravate things and make you feel even worse.

Slack, Skype, and Zoom allow you to exchange real-time messages with your colleagues as well as have some much-needed face-to-face interaction, albeit virtual.

However, meetings are not what people actually miss. They miss the in-between times. The quick catch-up in the hall. The shared lunches. Time when people listen and care for each other.

Don't be afraid to set up times with colleagues to catch-up on things that are not work related on your break-times.

Be generous when it comes to using emojis, as they have the power to humanize your communication and prevent misunderstandings (😄❤️🎉⚠️🧐🧩😊🍷🥰👏).

Finally, many companies had internal 'fun teams'. We would encourage you to keep these going. Companies like **letourdespice.com** and **blockthreebottleshop.com** offer ways to mail care packages directly to the homes of employees and team members.

6. Grab Your Opportunities

It's true that the global market has been impacted. However, companies will still have to do business.

And that means they will need your services, maybe they look different than they did 3 weeks ago, but all businesses will continue to need support to survive and thrive. If you struggle to see how you could reinvent your own business, companies like **salesevolve.com** can help.

You may feel unsure about how to approach people in this new market. Don't be afraid to get some help with reframing your approach so that you or your staff can be sensitive to the realities of today, but still confident in the value you have to offer.

The outbound approach is the way to go.

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7. What If a Prospect Wants to Put You on Hold During the Corona Outbreak?

And this will happen more often than you'd like it to.

Don't push those that feel they need to pause. Instead, focus on the world after it starts up again.

You will find that once they know you are willing to go at the pace of their own business; many will be willing to explore how you could help once things get going again. The key? No pressure.

Final Thoughts:

With the right setup, mindset, and tools, you don't have to experience a massive slump. As a matter of fact, these challenges may even be good motivators to try harder and land new business opportunities that you may not have allowed yourself to try before the crisis.

Stay safe and close on!

