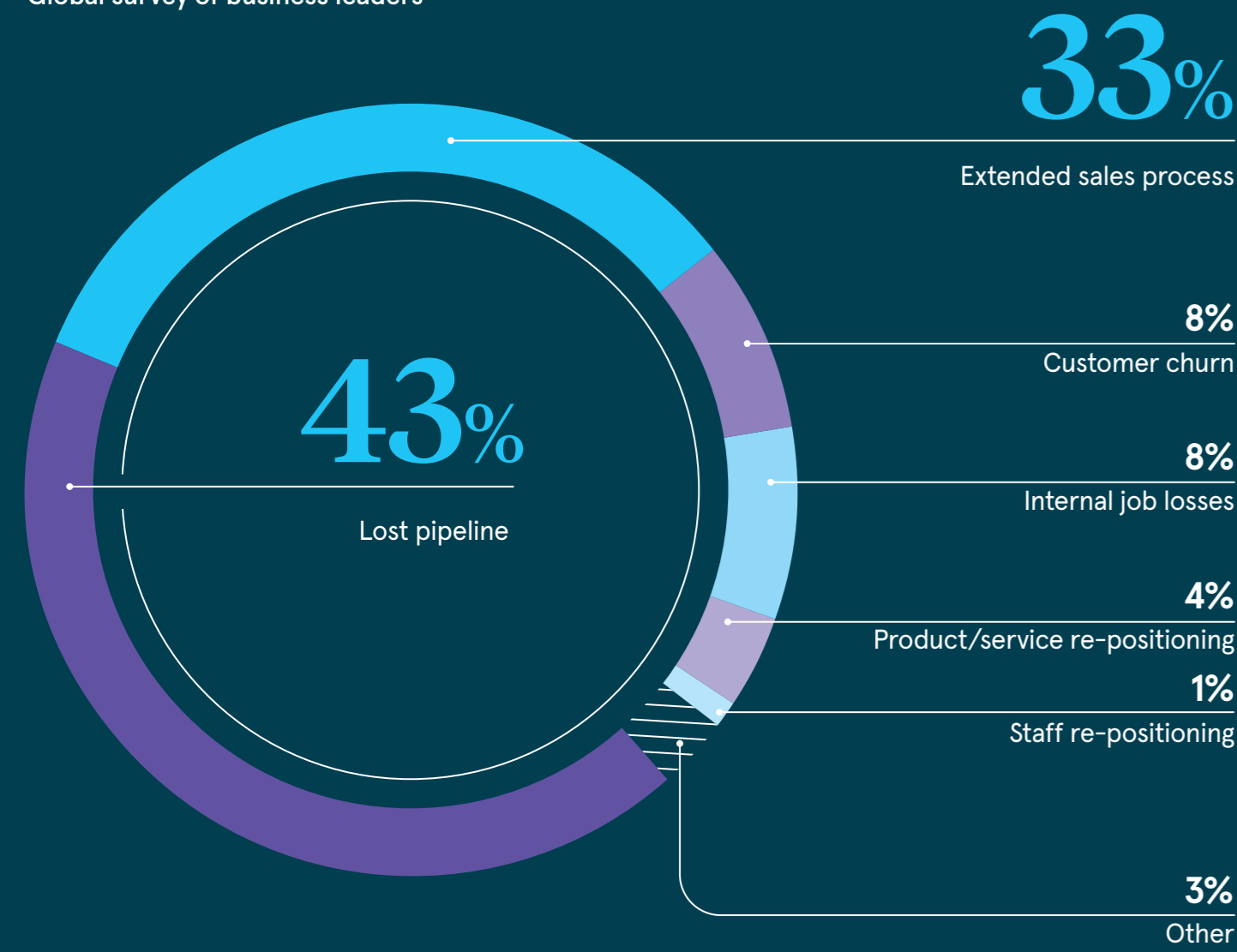


SELLING IN A CRISIS

The pandemic and subsequent lockdown has rattled sales methods and strategies for countless organisations, as clients continue to slash budgets and take financial precautions amid the worst economic crisis in generations. Salespeople have been left with no other option than to adapt

COVID-19'S BIGGEST IMPACT ON BUSINESS SALES

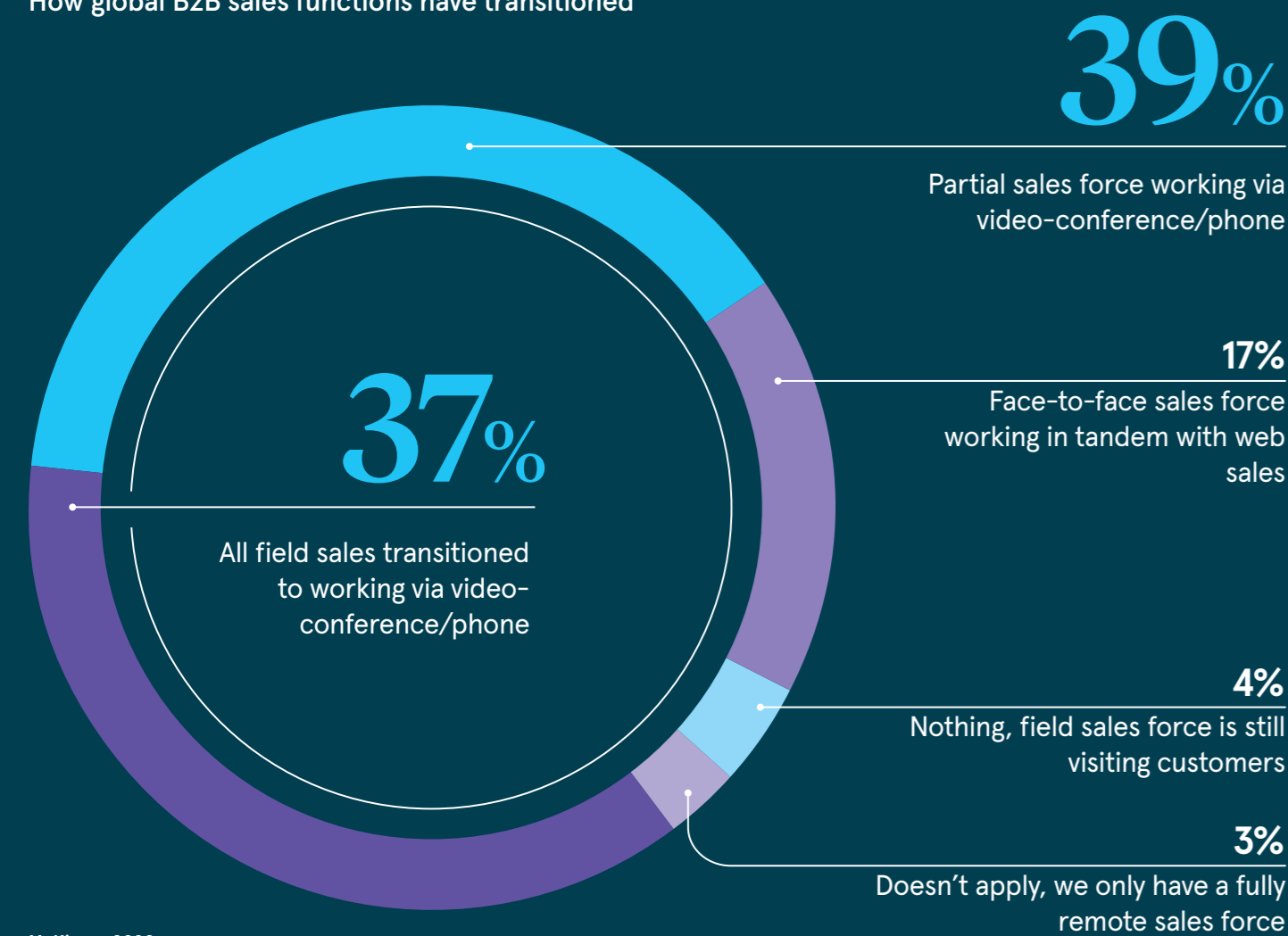
Global survey of business leaders



ebsta 2020

TRANSITIONING SALES MODELS DURING COVID-19

How global B2B sales functions have transitioned

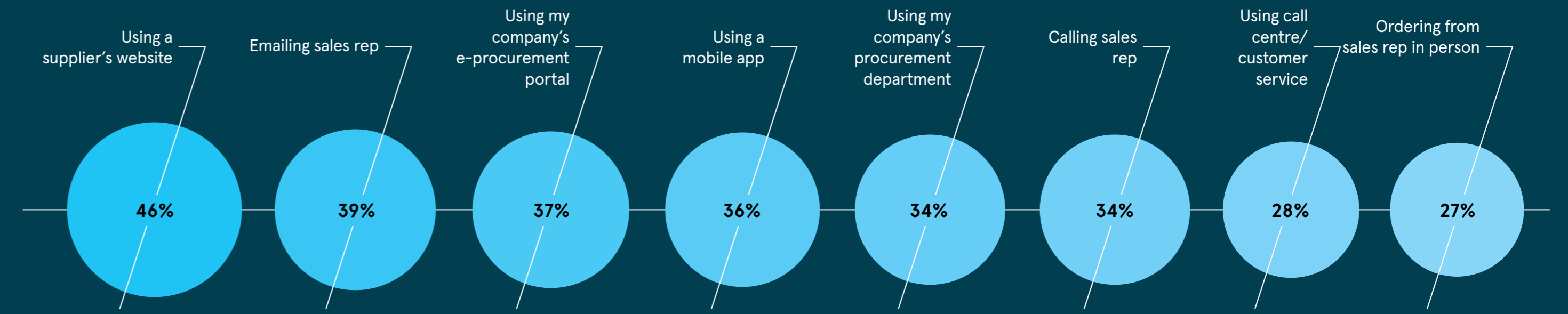


McKinsey 2020

GETTING IN TOUCH WITH CUSTOMERS

B2B buyers' preferred methods for ordering amid the pandemic

McKinsey 2020



54%



of B2B decision-makers surveyed across 11 countries say their company's budgets have already been reduced as a result of COVID-19

21%

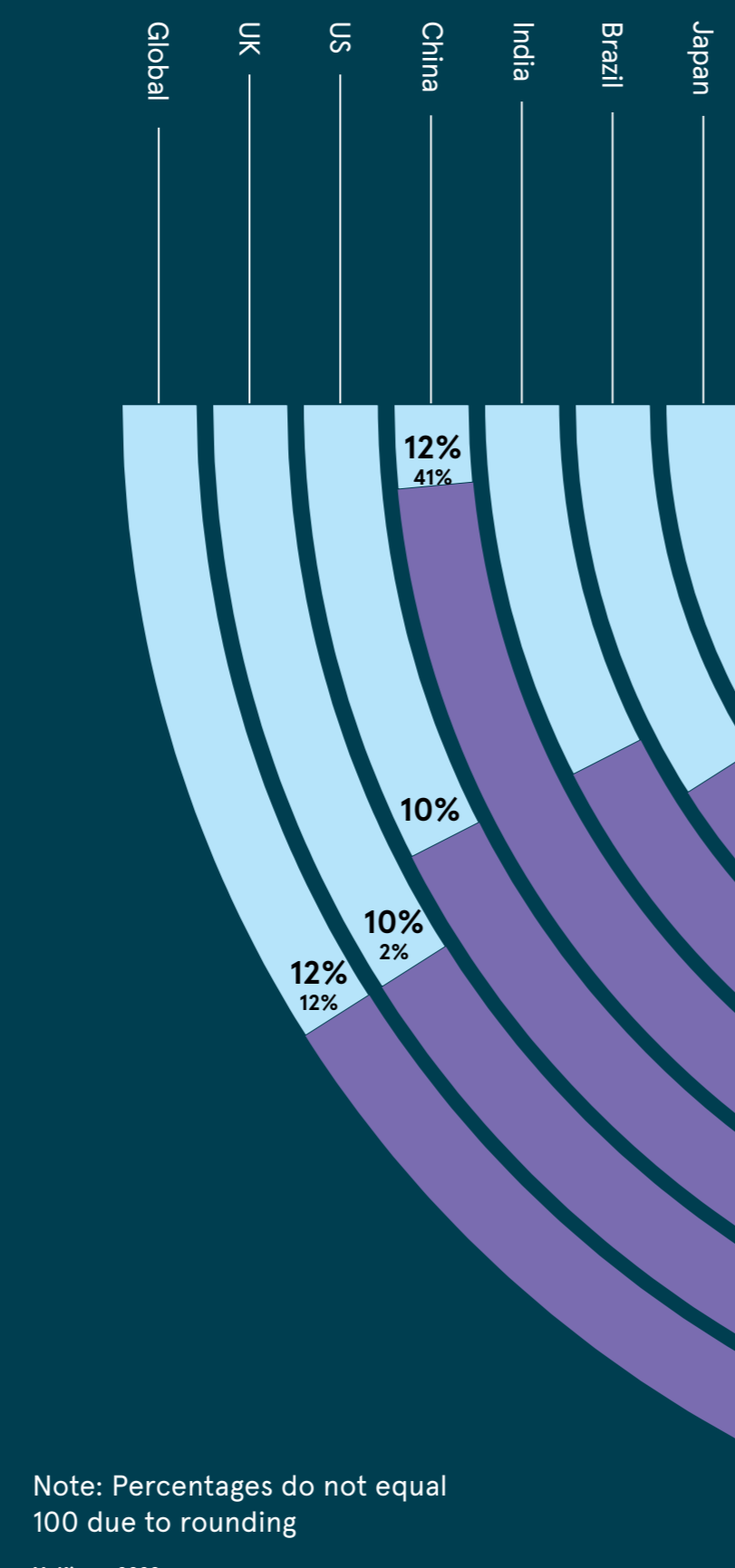
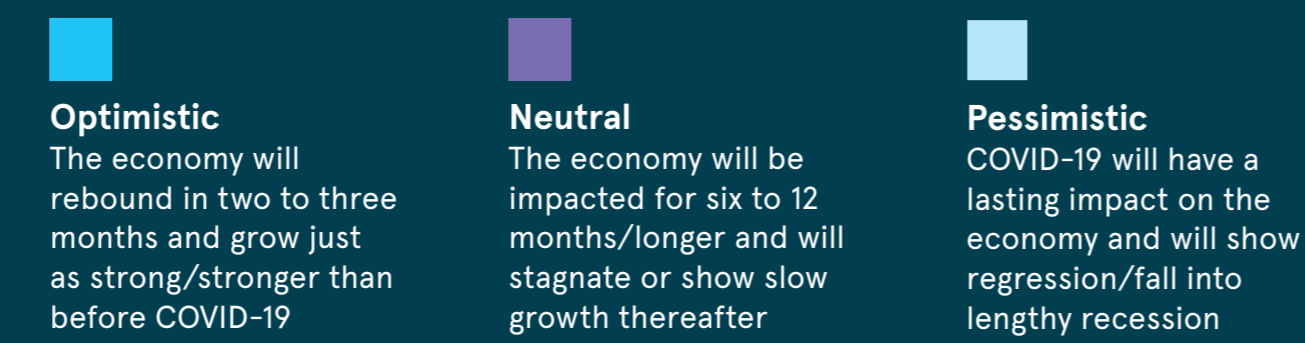


say budgets have increased
* Survey conducted in the week ended April 28, 2020

McKinsey 2020

B2B DECISION-MAKERS' CONFIDENCE LEVELS IN THE ECONOMY

Confidence level in economic conditions after the COVID-19 situation

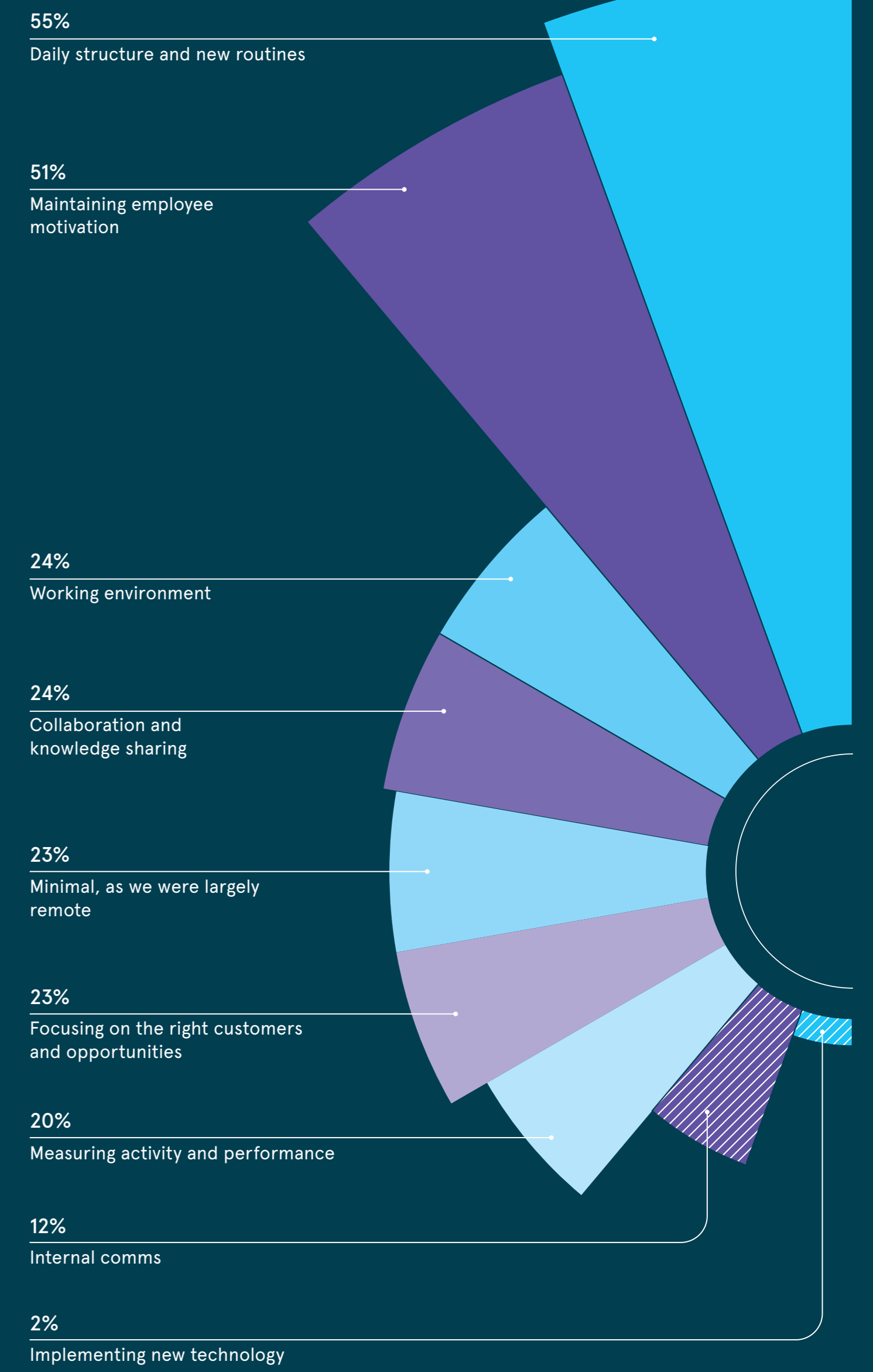


Note: Percentages do not equal 100 due to rounding

McKinsey 2020

BIGGEST CHALLENGES IN TRANSITIONING TO REMOTE SALES

Global survey of business leaders



ebsta 2020