



5 Things You Should Know About Remote Work for Sales Professionals

We surveyed over 700 sales leaders about their experience with remote work.

Here's what we learned...

Top 3 Utilized Digital Communication Tools During Remote Work

Digital communication tools have become more vital than ever during remote work. When asked which tools they have utilized most since working remotely, 96.11% of sales professionals ranked email highest, 89.57% ranked video conferencing software highest, and 89.15% ranked communications via phone as their highest.

Email

Sending emails back and forth is not always the most timely or effective communication—so why do so many rely on it? Email is one of the oldest forms of digital communication, and yet still the most commonly used. It is a tried and true method that most people are comfortable with. Not everyone may be on Slack or Teams, but they likely have an email address.

Video Conferencing

Video conferencing has become an almost daily ritual for most. Outside of work hours, video conferencing tools have also been relied on for social gatherings, makeshift graduations, and even weddings. Zoom daily users reached [200 million in March 2020](#) after seeing only 10 million in December 2019.

Phone (Including Online Voice Calls)

Whether you are cold calling or having an online call with a customer, a phone call is an irreplaceable communication method in the world of sales. As you are attempting to connect with potential clients, many are [more comfortable with a phone call than a video call](#).

How People are Spending Their Time During Remote Work

Working professionals are having to take charge of their time and priorities. So, where are they spending their time? In an average workday, over 700 sales professionals say they are spending most of their time doing sales and in meetings. On average, 1.93 hours in 8 business hours are spent doing sales, 1 hour on average is spent in team meetings, and nearly 1 hour (.9) on average is spent in one-on-one meetings. With approximately 4 business hours accounted for, where is the other half the day being spent? The list includes (in order of most time): planning, marketing, reporting, professional development, eating, spending time with family/roommates, exercising, and socializing.

Working at home has brought both obstacles and opportunities. How you manage your time will make all the difference. Now is the time to utilize tools, like [Playbooks](#), to increase productivity, organization, and visibility of your team.

- **Sales** (average 1.93 hrs in an 8 hours workday)
- **Team meetings** (1 hr average)

- **One-on-one meetings** (.9 hr average)
- **Planning** (.78 hr average)
- **Marketing** (.69 hr average)
- **Reporting** (.57 hr average)
- **Professional development** (.56 hr average)
- **Eating** (.46 hr average)
- **Spending time with family/roommates** (also includes homeschooling children) (.39 hr average)
- **Exercising** (.33 hr average)
- **Socializing** (.29 hr average)
- **Other** (.1 hr average)



How is Time Spent in Virtual Meetings

With less face time than ever, virtual meetings have become an important part of the workday. In the limited time that your team is assembled together, what are you focusing on? According to our survey, most meetings for sales teams are spent:

- **Determining goals, targets, and deadlines** (77.92%).
- **Planning** (77.27%)
- **Reporting/following up** (75.51%)
- **Training** (46.75%)

These are common meeting topics, even before remote work. What may be more interesting are the meetings that focus on things like the well-being of employees. Our survey also found that meetings are focusing on:

- **Empathizing between team members** (39.52%)
- **Work-related competitions/challenges** (27.29%)
- **Well-being of team members** (35.62%)
- **Socializing** (30.06%)
- **Recognition** (28.76%)
- **Counseling** (20.96%)

Meeting time spent empathizing, socializing, checking on team members, and counseling are more prominent and more important during these days of social distancing and remote work. For many, a sense of belonging and connection come from coworkers checking in on how they are doing both personally and professionally—this was evident in [research conducted by Ernest Young](#). Virtual meetings may be the only time for your team to connect. The way these meetings are being conducted can greatly impact the team, both individually and as a whole.



Remote Work is Impacting Team Goals

The sudden shift to working from home caused other things to shift as well—including team goals. Setting and achieving goals as a team can be difficult when your team is not together. When asked how remote work has impacted team goals, sales professionals said:

- 37.88% of teams say **goals and expectations have not changed**
- 23.25% of teams are **in the process of adjusting team goals**
- 11.62% say **team goals have been lowered**
- 10.62% say **team goals have not changed but they are no longer expected to be met**
- 9.42% are **not currently focused on or addressing goals** until things go back to normal
- 7.21% say **team goals have increased**

Though this may be a smart time to re-evaluate team goals and processes, they do not need to disappear altogether. Goals need to be realistic and measurable, which may look a little different while working from home. Learn more about strategies for setting these types of goals for your remote team [here](#).



The Top Challenges Remote Sales Teams are Facing

Sales teams are facing unique challenges—not only are they working from home but their customers are too. They are adjusting to remote work, fighting distraction, and also facing an out of sight, out of mind mentality with their leads and potential customers. According to our survey, sales teams reported that their top challenges are:

- **Inability to communicate or connect with customers**
- **Lack of focus or organization**
- **Feelings of confinement**
- **Lack of energy or motivation**
- **Inability to communicate or connect with team members**
- **Problems with equipment or tools**
- **Anxiety or depression**
- **Laying off or furloughing employees**
- **Onboarding new employees**

Communication and connection, which are both vital to the selling game, are more difficult than ever. These challenges can lead to a dip in team morale and revenue. To avoid getting stuck in a sales slump, read up on [these tips](#).

XANT can help your sales team increase revenue no matter where they are working from.

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