CEO Insights

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Cloud Conventions

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No matter what your political point of view is, or how you are feeling about the change in your work and home environment, the professionals and businesses in our industry are mission critical to what happens next when Covid-19 is behind us.

Our industry learned lessons from 9/11

Most of us remember the day the Twin Towers went down and how business ground to a halt. Planes stopped flying, phones stopped ringing, and we were stunned. But then the nation's technology companies rose to the occasion and we stepped up and stepped in.

I owned a conferencing company that empowered our customers to meet virtually, run sales calls and keep their employees and customers connected. In a matter of days, we literally helped business rewrite the rules of how they communicated, managed others, and went to market. 9/11 proved that in the face of terrible disruption, our customers looked to their technology companies for answers and not only adjusted in the short term but found new ways to do business in the long run.

We have to control our anxiety and fear

Our employees, our customers and our families are depending on us to be resilient, make the adjustments needed, and to find our way back to normal.

Anxiety and fear immobilize us, make our thought processes muddled and cause us to do nothing when taking action is warranted. During stressful times, vendors and master agents can lead by example and show others that you are focused on business continuity, technology solutions, and helping your sales partners be there for their customers recognizing that they are a pathway for companies to work remotely, serve their customers and run efficiently using technology solutions that they provide.

Social distancing should not mean social isolation.

It's easy to feel alone, even when technology is connecting you. Here is a playbook on how to stay socially connected with your team.

Start the day with a social check in

Ask people to share how they are doing personally and what they are focusing on.

Turn on the webcams at lunch

Midday when everyone is dressed and ready do a call with webcams on. Do a virtual lunch meeting and have people dress as their favorite sports team.

Meet for a live chat session for "virtual" support at day's end

Schedule a live chat session to review how the day went, the challenges faced and to celebrate the small victories.

Focus on your sales partners

The channel is a relationship business, so focus on the relationship and forget pushing your sales agenda for now. Ask your partners what you can do to best serve them as they navigate through the uncharted waters of this pandemic. Support them with ideas of how technology can help keep their customers working virtually, staying connected to the internet, and to make the adjustments needed to stay in business.

And when Covid-19 is behind us, keep in mind that your services will help drive our economic recovery so offer creative solutions for partners to bring to businesses to run more efficiently, adopt a virtual working strategy, and get things moving again.