

Business As Unusual: Evolving Association Sales Cycles Through COVID-19

Panelists: Marcus Maleck, Tiffany Teal
Hosts: Carolyn Shomali, Sean Soth

April 21, 2020 | 2:00 P.M. EDT



PAR Mission: To inspire revenue growth for association professionals through knowledge, resources and community.

The current state of business relationships



Panelists



Marcus Maleck

Business Partnerships Manager
Society for Clinical Research Sites
(SCRS)



Tiffany Teal

Business Partnerships Manager
Hi-Fidelity Group, Inc.



What was normal?

THE SALES CYCLE

Initial contact | Prospecting | Qualification

Needs Analysis | Connect | Qualify

Proposal | Research | Present

Handle Objections | Negotiation

Close

What Now?

Evolving into the Resource Cycle



THE RESOURCE CYCLE

Connect
Build Positivity
Advocate & Educate
Propose Action
Prepare



The New
Normal

Connect



BE PROACTIVE

Reach out to your clients and inform

BE ACCESSIBLE

Offer support and establish an open line of communication

BUILD TRUST

Be consistent in all forms of communication



Build Positivity

OPTIMISM

in all channels of
communication

BROADENING EFFECT

Emotions can be
contagious

POSSIBILITY

Positive emotions can
widen their view and open
up to possibility

Advocate & Educate

We have insight into membership needs during this crisis



Coronavirus Response

ALA members, business partners and the legal community have reached out for information about how to handle the threat of coronavirus in the workplace. ALA is continuously monitoring authoritative public health and media threads in this ever-evolving landscape and will be pulling in reliable and relevant industry resources into this centralized location for your ongoing reference.

Please continue to check this webpage and even consider bookmarking it for easy reference as your needs arise. ALA members are also sharing resources, such as communications, in the Online Community. There is now a dedicated coronavirus discussion forum within the Online Community.

Go to:

ALA webinars	ALA Roundtables	ALA Hangouts
ALA publications	Prevention resources	Business continuity resources
Remote work resources		

ALA Webinars

FREE: The CARES Act and What It Means for Your Business
Available on-demand (originally aired April 6)

Learning objectives:

- Classify the U.S. Small Business Administration loan options available to small businesses, including the Payment Protection Program and Economic Injury Disaster Loan Program.
- Interpret the eligibility for the loans and the terms of the different loan programs.
- Make use of guidance for preparing your loan application(s) and ensuring approval.

FREE: Flattening the Curve Without Flattening Your Employees and Company

Brought to you by VIP business partner (Solved HCM)
Available on-demand (originally aired April 2)

Learning objectives:

- Demonstrate how to execute/implement new requirements for family/medical leave, unemployment, paid sick leave, the Americans with Disabilities Act, equal opportunity employment, etc.
- Illustrate eligibility requirements.
- Outline the effective date of the Families First Coronavirus Response Act.

ALA Roundtables

ALA has introduced a free supportive initiative, ALA Roundtables. These member-centered virtual roundtables will allow members to share knowledge and commiserate over our rapidly changing environment.

Upcoming: COVID-19: Adapting to the New Normal with a Focus on Returning to the Workplace
Join live Friday, April 24, noon-1 p.m. Central
Register with this form to receive the Zoom link
Review a sample return-to-work procedure outline

The roundtable will be facilitated by Louise M. Spinelli and Sarah A. DiChiara of the Western and Central New York Chapter. Here are some topics that may be explored:

- Planning process for re-entry
- Phase-in return
- Requirements to return to work
- Policy to incorporate remote workers and/or other policy updates

COVID-19: Adapting to the New Normal with a Focus on Financial Considerations
Originally aired April 17

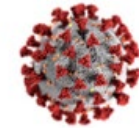
The roundtable was facilitated by Terri J. Oppelt, CLM, SPHR, SHRM-SCP, and Jennifer J. Bradshaw of the Greater Los Angeles Chapter. Here are some of the topics that were



April 2020

COVID-19 IMPACT

Do you have a solution/resource with timely and relevant information regarding the Coronavirus and its impact on the legal management industry? Any business partner interested in this, please send submissions to Robert Leighton (rlighton@alanet.org), ALA Manager, Business Development. All content is subject to our [business partner editorial guidelines](#); service description is limited to 100 words or less.



ALA wishes to be a resource for our members during coronavirus (COVID-19) pandemic. We've created a webpage that will be updated regularly to help you make fact-based decisions regarding your workplace and community. [Click here to access the page.](#)

Propose Action

SHOW YOUR
VALUE



OFFER WAYS TO STAY
ENGAGED



Prepare

SET UP ALL PARTNERSHIPS
FOR LONG-TERM SUCCESS

Be prepared for what's to come when the
situation de-escalates



Helping Clients Connect with the Future

TRUST YOUR OUTREACH

Create lasting impressions
with your clients

ATTUNEMENT, BUOYANCY & CLARITY

Use the time now

CHALLENGE PARTNERS

to see beyond the future of
their organization to how
the overall industry will
transform and grow



Launching Summer 2020

myPAR.org



Organizational
Membership



Peer Support



Community



Resources



New Ideas

THANK YOU!

Join us next week on Wednesday, 4/29 for our next
PAR Preview Webcast

Made to Measure: How to Approach
Sales Goals Today and Tomorrow