



Sales and Marketing Planning

Various scenarios may require innovative and agile sales and marketing activities. Some of these will require that you take risks in trying new things. You might be surprised at the new opportunities that open up for you! Extraordinary circumstances can alter our ways of working forever.

- Scenario planning will be key over the next weeks and months
- Test out new channels for connecting with your customers
- Use technology to stay in touch, but maintain the human element
- Reassess plans daily as the news evolves in your region
- Modify your approach to in-person activities
- Develop a range of content to keep people engaged
- Reassess your content publishing calendar
- Consider adaptations to your existing products or services

Scenario	Activity / Event / Promotion	Timeframe	Frequency	Preparation needed