



## POLL RESULTS

### MSCA Selling During Turbulent Times Webinar

1. In which part of the country are you located?

35.4%

New England, Mid-Atlantic

40 Responses

4.42%

Florida, The South

5 Responses

39.82%

Midwest, Rocky Mountains

45 Responses

1.77%

Southwest, Texas

2 Responses

18.58%

West Coast, Hawaii, Alaska, Canada

21 Responses

2. What is the current status of your sales calls today?

12.61%

Our sales calls remain at 100%

15 Responses

39.5%

Our sales calls have decreased by less than 50%

47 Responses

42.02%

Our sales calls have decreased by over 50%

50 Responses

5.88%

We have currently ceased all sales calls temporarily

7 Responses

3. What percent of your existing customer base is still open for business and allowing you access to their systems?

16.94%

0 – 25%

21 Responses

30.65%

26 – 50%

38 Responses

29.03%

50 – 75%

36 Responses

17.74%

75 – 90%

22 Responses

5.65%

Greater than 90%

7 Responses

4. What market segments seems to be fairing best during the COVID-19 pandemic?

14.56%

Commercial (including retail and office buildings)

15 Responses

40.78%

Institutional (including hospitals and schools)

42 Responses

25.24%

Industrial (including manufacturing plants)

26 Responses

12.62%

Refrigeration (including grocery stores and warehouses)

13 Responses

6.8%

Residential (including apartments and condos)

7 Responses

5. Have you had to lay off any of your sales professionals due to the COVID-19 pandemic?

29.82%

Yes

34 Responses

70.18%

No

80 Responses

6. What percent of your total service department revenue is derived from Preventative Maintenance Agreements?

39.53%

0 – 25%

34 Responses

44.19%

26 – 50%

38 Responses

16.28%

Greater than 50%

14 Responses

7. Are you still closing PM agreements during this time?

64.52%

Yes

60 Responses

35.48%

No

33 Responses

8. What percentage of your PM agreements have requested to be put on hold during this pandemic?

12.24%

None

12 Responses

41.84%

1 – 10%

41 Responses

27.55%

11 – 25%

27 Responses

18.37%

Greater than 25 %

18 Responses

9. Have you considered a plan of attack to resell or start PM agreements when COVID-19 situation is over?

15.73%

Yes, a definitive plan has been developed

14 Responses

41.57%

Yes, we are currently working on a plan

37 Responses

25.84%

Yes, but we have not yet formulated a plan

23 Responses

16.85%

No, have not yet considered

15 Responses