

and finally...

The life of a Hydrographic Sales Guy

Fun? What's fun about no travel and not meeting clients? My world revolves around clients and supporting their needs. It's so difficult just to have contact remotely and through Teams or Zoom, but that is what we now face due to the Covid-19 restrictions.

It was a month before OI'20 to be held at Excel in London, and I was busy travelling internationally to meetings predominantly with clients, but also to confirm with colleagues the final arrangements for our extensive OI'20 planned activities. The mood in the company was excited, there was a buzz around our plans and our clients were expectant of innovation and new offerings to feast their eyes upon. However, travelling back home through airports, something was changing. People were wearing facemasks; hand sanitisers had replaced mobile phones in people's hands, and if someone coughed, they received a stare similar to the stare imposed upon a junior surveyor who forgot to hit 'log' whilst data collecting.

Covid-19 has changed the way we conduct business and significantly it has changed the outlook for many people in our industry. With a temporary situation having long term implications we all must look at the positives; such as reduced pollution and more time at home with family. The inevitable negatives however must not be ignored so with innovation and the strong

spirit of our close community, I hope everyone supports each other.

Staring into the computer screen as I write this, I'm reminded how difficult it is to predict the future. Whilst those in sales and business ownership look at reliability of forecast information, the likely hood is that regional variations will result in different forms of operational activity levels. In Sales does that mean I can report back to supply chain colleagues to prepare only for specific product configurations? I think not, so looking at a wider viewpoint we all need to consider each other, and the respective challenges faced. The strength in character and the strong leadership of companies will lead us into easier times. I hope positivity and new opportunities are embraced by all.

So, no flights to run to, nor no travel destination conflicts to deal with, just what background do I select, or what room in the house do I host the next Teams meeting from? Strange times, challenging times but as a client said to me yesterday, "the tide still comes in and out". As long as we remember this we'll be fine, and as long as we all focus on reality and support each other, the sales will come, and the clients will be happy.

By A Salesman...

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