

RELATIONSHIP COMPETENCIES FOR VIRTUAL SELLING

Agenda

- First 7 Seconds
- Scheduling Virtual Meetings
- Social Styles
- Information Processing
- Relationship Building Skills



7
Seconds



Without Trust

- Less likely to share real issues
- Unlikely to discuss money
- Less likely to tell you they will make a change
- Won't commit to next step



“

The good news is that we can increase our credibility and we can increase it fast, particularly if we understand the four “cores” that are fundamental:

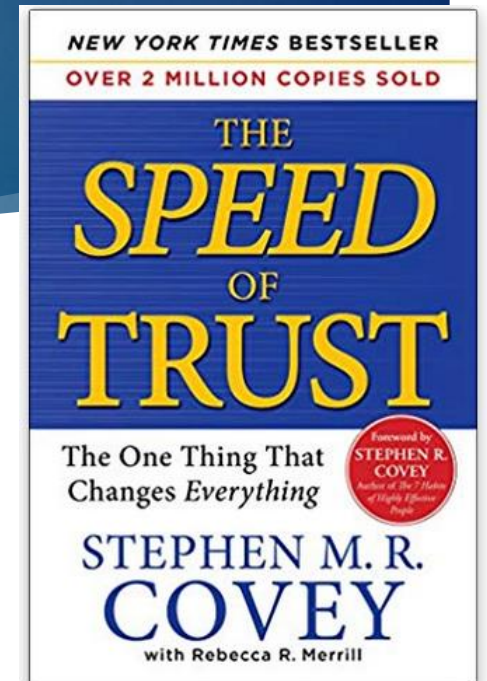
”

INTEGRITY

INTENT

CAPABILITIES

RESULTS





Today's World- No Meetings!
LOWER THEIR RESISTANCE

Help Your Salespeople

Prepare

Be prepared better than the competition

Present

Present themselves, solutions the company as best in class (virtual)

Conduct

Conduct meetings that mirror any live experience

Engage

Engage them in the conversation that is meaningful to them

Put

Put the relationship and the buyers buying process first

Review Time: Preparing for the Meeting

1. Position the camera at eye level (make sure they are not looking up at your face)
2. Look at the camera, not at the person in the webcam
3. Check your background – nothing distracting, looks professional, can use backgrounds (pexels.com) with green screen, good lighting
4. Always check your sound and background noise – know how to mute yourself and others (if group)
5. Meeting time - make sure cameras are on for full engagement, have an agenda (pre-call plan), 30-40 minutes length
6. Practice, practice, practice – use all the tools in advance – record your practice meeting and review, adjust
7. Think about something fun, how to be memorable – poll question or music can be integrated into meeting – *Don't Look, Sound or Act like every other Salesperson!*

Great Beginnings

- Thanks for inviting me in... (or meeting on Zoom)
- I'm glad we could carve out the time today and I'm looking forward to hearing more about the issues we discussed over the phone.
- As you think about our discussion, what would make our time together today a great and productive use of your time?
- At the end of this meeting I would like to set aside 5 minutes to determine where we are headed next, if anywhere. Does that make sense?

3 Influencers

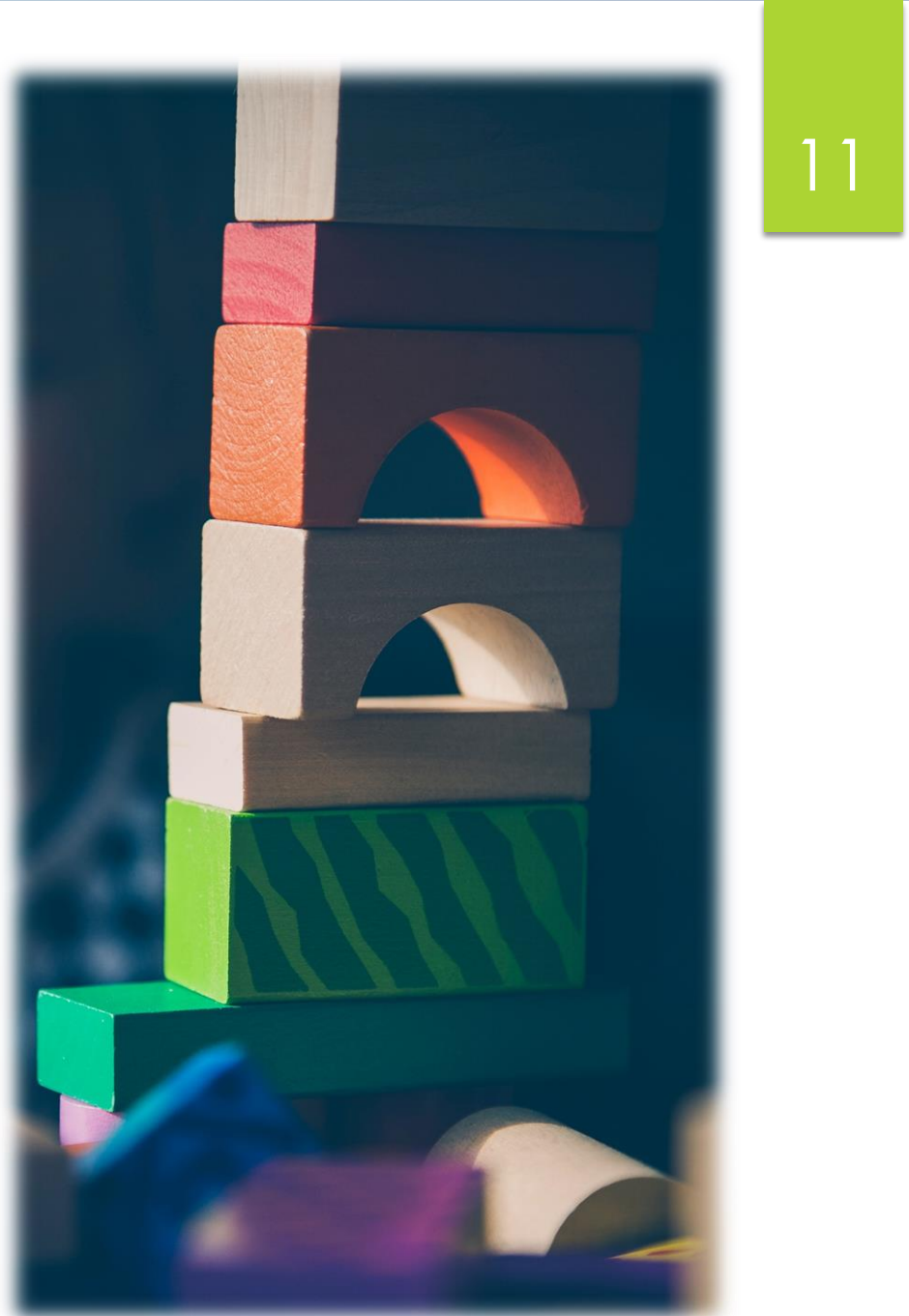
Social Styles

Information Processing Mode (IPM)

**The Science of Relationship Building &
Consultative Skills**

Principles

- Record collection
- Not exact
- Always exceptions
- Relevant to the selling process
- You must consider the entire picture



Social Styles: The DiSC® Language

The DiSC® model provides a common language that people can use to better understand themselves and to adapt their behaviors with others — within a work team, a sales relationship, a leadership position, or other relationships. The 4 languages are:

Steadiness

Dominance

Conscientiousness

Influence

Social Styles and You

Steadiness:

Facts and Analytics: Accurate, Analytical, Maintains high standards, Steady, Pessimistic, Picky, Fussy, Overly critical, Prepare your case in advance

Dominance:

Facts and Speed: Bottom line organizer, Demanding, Aggressive, Be clear and specific, Stick to business

Conscientiousness

Emotions and Relationships: Amiable, Friendly, Dependable, Work for a leader and a cause, Non-demonstrative, Unconcerned, Hesitant, Inflexible, Break the ice, Show sincere interest

Influence:

Emotions and Action: Charming, Confident, Convincing, Self-promoting, Overly optimistic, Plan interaction that supports dreams and intentions

- Where are you?
- Who are you challenged with?
- Who is challenged with you?
- How will you adjust?

Steadiness:

Dominance:

Conscientiousness

Influence:

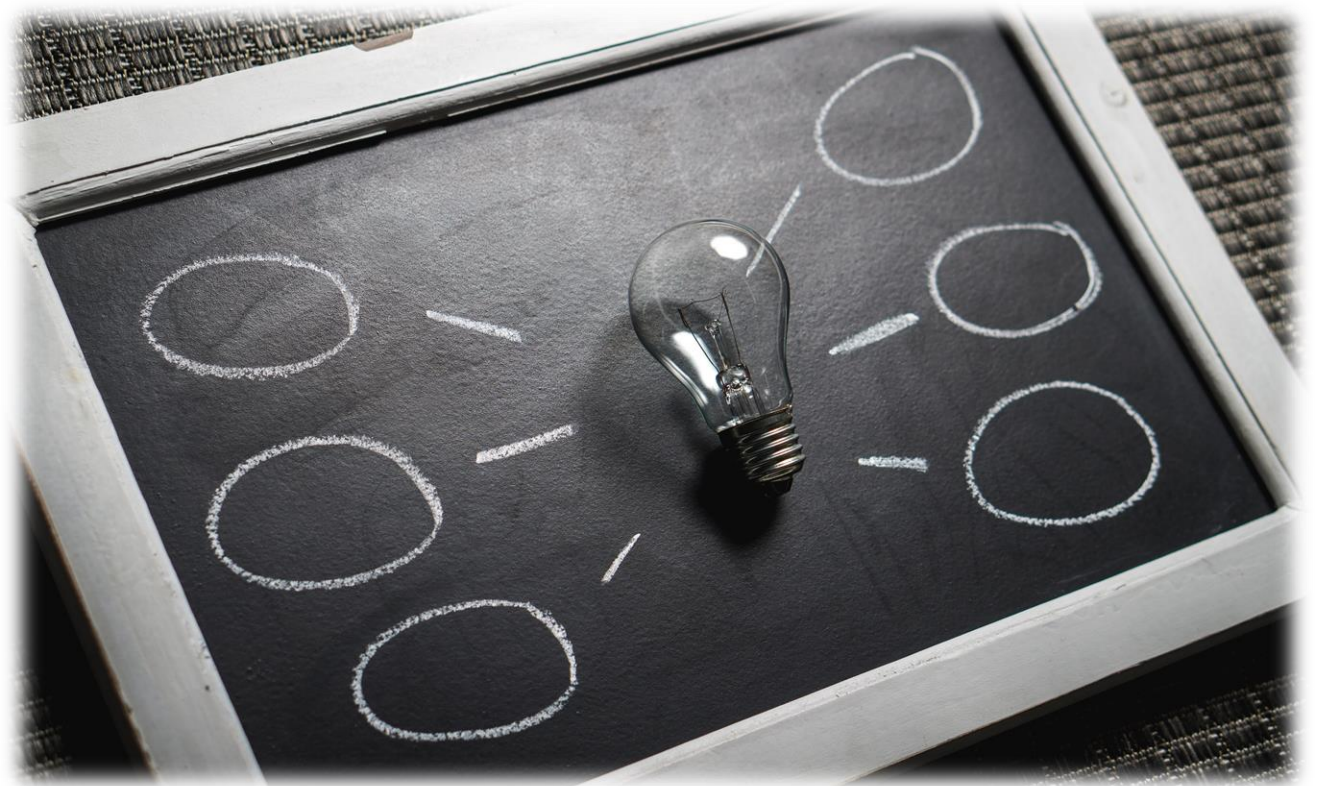
Information Processing Mode (IPM)

15

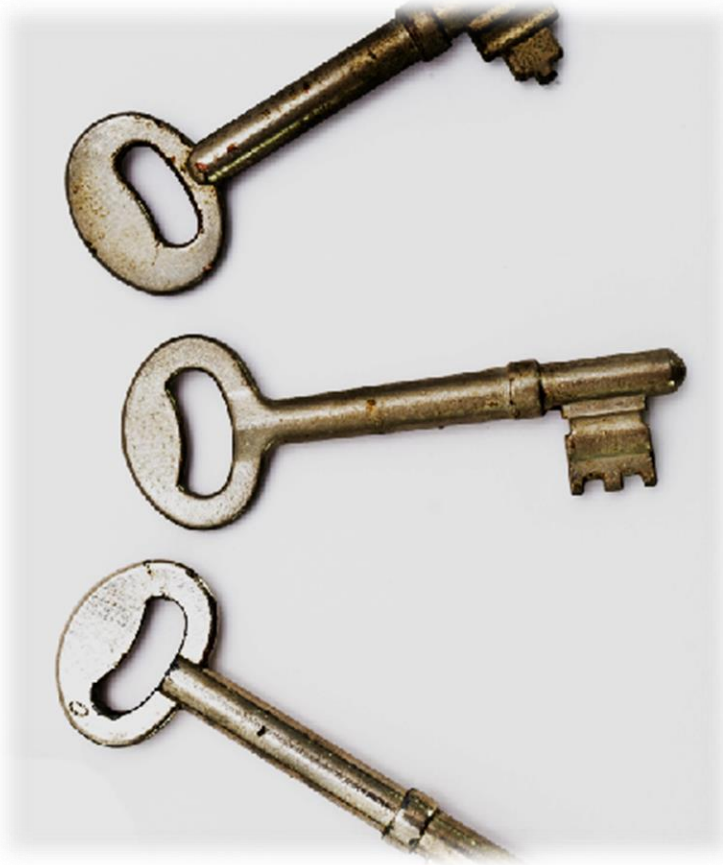
Keys to Identifying IPM

Three Primary Types

- ✓ Visual
- ✓ Auditory
- ✓ Kinesthetic



Keys to Identifying IMP



- Eye movement
- Body movement
- Words
- Speech pattern
- Body movement
 - Follow then take lead
 - Do not play “Simon Says”

MATCH

Information Processing



Visuals

- Look, see, vision, high pitched, louder than most, very expressive movements. Eyes move either up and to the right or up and to the left



Auditory

- Announce, declare, discuss, earful, deep-chest breathing and speaking. Body language is slumped with rounded shoulders. Eye movement is to the side right or left



Kinesthetic

- Bear down on, touch, get a handle on, moderate volume of speech, slower than the visuals. Touchy/feely people. Eye movement is downward

What are you up against?

What interferes with your ability to build relationships quickly?

- They are busy
- They are distracted
- They know more than you think they know
- Previous experience with salespeople

18



The Relationship Building Competency

Quickly Develops Rapport	✗
Relationship Is Key Factor in Winning Business	✗
Develops Strong Relationships over Time	✓
Customers Follow to New Companies	✓
Believes That Making Friends Is Single Greatest Asset	✗
Is Extroverted	✓
<hr/>	
% of Attributes	50%
Weighted Score	45%

The Science behind Building Relationships

Consultative Seller Competencies

The Consultative Seller Competency

Able to Stay in the Moment	✓
Uncovers Compelling Reasons to Buy	✓
Able to Listen/Ask with Ease	✓
Asks Enough Questions	✓
Asks Great Questions	✓
Will Build Trust	✗
Able to Ask Tough Questions	✗
Takes Nothing for Granted	✓
Appropriate Amount of Patience	✗
Understands How Prospects Will Buy	✓
Develops Strong Relationships *	✗
Presenting at Appropriate Times	✓
Healthy Skepticism	✗

% of Attributes	62%
Weighted Score	76%

Follows Sales Process Seller Competency

- Follows stages and steps
- Process has most key milestones
- Process has adequate sequence
- Consistent and effective results
- Little wasted time
- Has/and or follows an effective process
- Uses an effective approach
- Relationship-based
- CRM savvy
- Strategic use of sales scorecard

How Can We Help?

Do You Need a Sales Growth Coach?

Our 6-month Sales Growth Coach Program will help your salespeople improve their sales skills through practice, role play and strategy development for short and long-term success.



Tony Cole 513.791.3458
tony@anthonycoletraining.com



Thank You!

22