



Selling with an Effective Virtual Approach

Helping Salespeople Break Through,
Connect and Uncover Their Value to
Prospects & Clients



Disclaimer:

Learning the 'how to' of virtual meetings and selling does not mean:

You will always
connect with your
intended audience

The people you
call are always
active buyers

Any challenges
you currently face
in sales will go
away

These materials were developed exclusively for the use of ACTG and shall remain the sole and exclusive proprietary materials of ACTG.
Permission to use, redistribute or otherwise publish these materials must be attained in writing from ACTG.

This Virtual Selling Course: Does Mean



You will be in a better position to initiate and conduct a virtual conversation



You will present yourself in a manner that demonstrates confidence and knowledge



People will respond more favorably to your story because *see next page...*

YOU WILL...

Be

Be better prepared than the competition

Present

Present yourself, your solutions and your company as best in class (virtual)

Conduct

Conduct meetings that mirror any live experience

Engage

Engage prospects in the conversation that is meaningful to them

Put

Put the relationship and the prospect's buying process first

What to Master

Preparing yourself

Best practices

Perfect practice for perfect meetings

Virtual tools and accessories for a dazzling experience

Fundamental relationship and sales skills

Preparing Yourself



Easier for people to ignore you



Rule #1 Don't ...



Stronger Will to Sell



Your beliefs must be overcome



More training on issues that cause you problems

Working on You

Will to Sell:

- Desire
- Outlook
- Commitment
- Responsibility
- Motivation

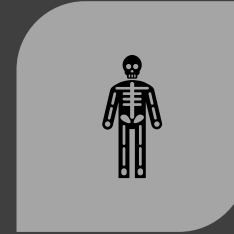
Sales DNA – The BIGGIES

- Buy Cycle
- Personal Beliefs
- Recovery from Rejection

Working on Your Processes



THE NEW HUNTER AND SOCIAL
SELLING



CONSULTING WHEN YOU'RE
NOT KNEE TO KNEE



UNCOVERING 'VALUE' INSTEAD
OF SELLING VALUE



PRESENTING SO THAT IT SEEMS
YOU ARE IN THE SAME ROOM



CLOSING BEFORE YOU
PRESENT TO CLOSE



CHANGING FROM A
MILESTONE CENTRIC SALES
PROCESS TO A MILESTONE
BUYER PROCESS

Virtual Delivery Best Practices Overview

Have your own checklist for best practices

Different environments for different sales steps

- Initial meeting – home
- Qualifying meetings – office
- Presentations – Studio quality conference

Provide instructions to the participant

- Login steps and process
- Video and audio requirements
- Page sharing options
- Q and A – Chat rooms
- Poll questions

Record all meetings

Have an engineer!



Best Practices

- Nose shots
- Be you
- Virtual backgrounds
- Dress appropriately
- Lighting and sound
- Agenda: Time frame, how meeting will close, next steps
- Have fun: music, trivia, graphics, poll questions
- Memorable experience
- Know your competition

Improving Your Virtual Self - Perfect Practice



You must take every opportunity to record yourself on video



Review your recordings and put yourself in the seat of the other person / people



What do you see that you like, don't like, need to change



What do you hear that you like, don't like, have to improve or change, alter



Have others review



Role play with peers and manager



Use a scorecard to objectively evaluate

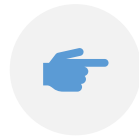
Improving your Virtual Self – The Tool Box



VIDEO



AUDIO



SCREEN
SHARE



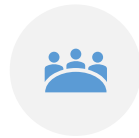
CHAT BOX



POLL
QUESTIONS



MUTE
BUTTONS



STARTING
MEETING



VIEW
OPTIONS



Relationship Fundamentals



Relationship Building Skills



Social Styles



Information Processing



Other Focused

Sales Competencies

- Hunting
 - Social Networking
 - COI
 - Introductions
 - Effective Email Communication
- Qualifying
- Consultative
- Sales Process



Sales Competencies / Hunting

*Will Prospect Prospects consistently
Gets to decision makers
Recovers from rejection
Schedules meetings
Gets introductions
Attends networking events
Uses social selling*

Sales Steps	Normal Environment	Virtual Environment
Outreach	200	300
Contact	20	30
Appointment	6	10
Opportunity	3	5
Approved Opportunity	2	2
Presentations	2	2
Closed Business	1	1

Sales Competencies / Qualifying

- Able to Listen*
- Able to ask tough questions*
- Takes nothing for granted*
- Knows how prospect will buy*
- Understands why prospect buys*
- Uncovers urgency / issues*
- Quickly develops relationships*
- Builds trust*
- Ask enough questions*
- Ask good questions*



Thank You!

**We can help.
Ask about our Sales
Growth Coaching Program**



- In depth sales evaluation
- Twelve phone-coaching sessions, 2 per month for 6 months
- Success tracker activity tracking
- 6-course sales online library
- Monthly sales webinar
- Weekly sales brew
- Sales portal
- Bi-monthly manager calls to review

Contact Tony at tony@anthonycoletraining.com