

Virtual Selling Skills

This 5-module course was designed to equip field sellers with the advanced skills and strategies to navigate the barriers of selling virtually.

Description:

- 5, 3-hour modules
- Maximum number of participants 15



Module 1 Overview

Role: Becoming a Trusted Partner

Big Idea: to sell in a pandemic and to be invited in, you must be embraced as a Trusted Partner

Highlights:

- Navigating the #1 barrier to becoming a trusted partner-customer's receptivity
- Shifting from Relationship Manager or Billboard to Trusted Partner by: becoming Other-Centered®, relieving the pressure and Dropping the Rope, and developing the expertise to lead.











Module 2 Overview

Engage: Get More Meetings

Bid Idea: to convert the disinterested (the 80%+) and get a meeting, you must lead with what's on the decision-maker's whiteboard.

Highlights:

- Rules of Engagement-what neuroscience teaches us about breaking through the clutter and getting the prospect's attention
- Determine Access Strategy Direct or Indirect (i.e., sponsorship)
- Positioning the call– the 3 elements that determine response rates (and it's not about your solution)
- Using multiple channels (phone, LinkedIn, email, social media) and mediums (video, voice, text) to engage decision-makers



1











Module 3 Overview

Discover: Uncovering the Truth about Needs & Decision Drivers

Big Idea: to influence, you must uncover the truth (needs, decision drivers, players). When selling virtually, the truth is more difficult to discover.

Highlights:

- · Discovery framework effective road map for leading a virtual discovery meeting
- Expanding the question allowance discovery skills to uncover the unfiltered truth (advanced questioning skills, validating the customer's point of view)
- Interpreting the Metamessage reading non-verbal communication







3

4

5



Module 4 Overview

Building Value: Delivering a Virtual Presentation

Big Idea: Emotions drive decision-making. To demonstrate the value of your solution virtually, a new set of skills is required to ensure customers not only believe they need to change but also emotionally experience the impact.

Highlights:

- Proven framework for delivering a message that will grab the listener's attention, and position you as a thought leader to create a competitive advantage
- Create and deliver a compelling virtual presentation that includes a four-part presentation template, setting the stage for an effective presentation & pro tips for delivering a "drop the mic" presentation
- Strategies to advance the opportunity







4

5



Module 5 Overview

Tech Tips: Tools & Strategies for Managing a Virtual Meeting

Big Idea: How you manage a virtual meeting and your online brand can determine if you win or lose.

Highlights:

- · Creating a professional, online brand
- Leveraging tools and learning pro tips to drive engagement
- Minimizing the risks of technology problems that can sabotage your meeting
- Developing a technology checklist-best cameras, lighting, mic, virtual background









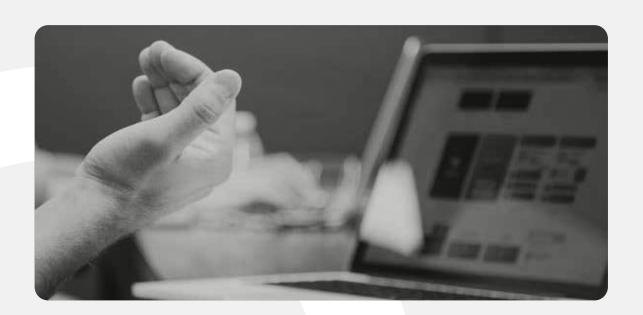






Our Experience

Since 1996, ASLAN has focused on equipping sellers to navigate the 18 unique challenges of selling remotely for some of the world's leading sales organizations.







































Selling Power's Top 20 List since 2013.