

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

VIRTUAL SELLING SKILLS

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.

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VIRTUAL SELLING SKILLS

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

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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

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VIRTUAL SELLING SKILLS

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

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VIRTUAL SELLING SKILLS

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

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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.



SellingPower
Top 20 Sales Training
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Top 20 List
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