Course Description: Outside-In: Mastering the Virtual Sale

From road-warrior to desk jockey.

2020 brought unprecedented and totally unexpected changes to the world. Sales professionals who practiced their craft largely around face-to-face meetings are now no longer free to walk the halls, meeting and greeting customers. They can no longer chat over coffee, drop in on prospects, or deliver impactful in-person presentations and demos. The world is now adjusting and adopting new ways of communicating, meeting, and working. Ways that are predicted, at least in part, to stay with us even after a return to "normal."

It has become imperative that sales professionals adopt new approaches to be successful in this virtual world. Over the past several months, we have spoken with many customers and decision makers to discover how they are now buying differently. It became clear that we must rethink how we approach sales calls, and this goes well beyond simply knowing the tips and tricks of Zoom.

This sales training program has been developed to provide sales professionals with the keys to these new selling approaches. The overall program starts with talking to your own customers and conducting a survey of current selling approaches to discover exactly what is and what is not working in your own selling environment. Then, based upon what your customers share with us and how your selling teams are working, the program is configured to bring new thinking and proven best practices to master your market's virtual sale.

Participants receive Application Guides that provide the content in a highly pragmatic format along with Work Assignments that translate the approaches into immediate action. Sales Leaders are then equipped with coaching guides to ensure that then can easily and effectively support their selling teams in adopting new approaches.

Program name	Outside-In: Mastering the Virtual Sale
Who should attend	Sales professionals who are now dependent upon meeting and working with their customers and prospects in the virtual world
Course description	Based upon our research of talking with customers about how they are now buying differently, this program equips sales professionals with the skills and approaches to be successful in the new virtual world. Although the program does offer best practices on using collaboration platforms and the software and hardware required for virtual meetings, it goes well beyond simply being how to manage these new

meetings tools. The program focuses on the need to rethink how sales calls are planned, managed, and followed up. Among the central tenants of the program are:

- Shifting from the concept of longer discrete sales call to managing several highly focused and concise interactions with a customer over time.
- Understanding that what happens before and after a sales call is at least as important as the call itself.
- Accepting the increased need for effective discovery and sales call planning.
- Considering the need for fast follow up and linking to next activities.
- Knowing the importance of delivering value to the customer with each interaction and driving towards specific actions.

Pre-course   Prior to the delivery of the program, we conduct focused research to ensure the program is configured for the specific situation and is based upon the voice of your customers.

- Conduct a series of live interviews with customers.
- A survey across the sales force of challenges and best practices.
- Configure the program to meet the specific needs of the organization.

Duration   Two 75-minute live virtual modules each followed by a Work Assignment of about 45 to 60 minutes.

After the program participants will be able to
- Master the new world virtual selling.
- Understand the need, and effectively plan, more concise and focused interactions with customers and prospects.
- Swiftly develop effective sales call plans that will bring focus to the customer interaction, deliver value to the customer, and drive towards action.
- Effectively use the new digital tools for discovery ensuring that they are knowledgeable about the customer and their situation prior to a sales call.
- Understand the need for, and be able to gain, customer input, validation, and agreement to a proposed agenda for a sales call.
- Understand the need for, and approaches to, fast follow up of each sales call
- Understand and set up the necessary software, hardware, and environment from which to conduct effective virtual sales calls.
- Develop effective virtual sales calls including how to present, engage, demo, and question when delivering at a distance.
- Appreciate and practice the stage craft required to effectively manage a virtual sales calls including the use of, and ability to read and deliver body language, manage disruptions and surprises, and use the new virtual tools to gain customer engagement.

Expected results
➢ Increased:
  o Sales Effectiveness

- o Productivity
- o Closing ratio

Course overview

Module 1

- The Changed World
- The 5 Phases of Change
- The Impact on Sales
- The Voice of the Customer
- The New Selling Approach
- Moving from a Marathon to a Series of Short Sprints
- New tools for discovery
- Effective Sales Call Planning for the New World
- Selecting and Interlocking with the Customer
- The 7 Must Do's to Prepare for an Effective Virtual Sales Call
- The 5 Deadly Sins that Kill a Virtual Sales Call

Module 2

- Managing the Call
- What Could Possibly Go Wrong
- Stage Craft
- The Key to Success: Follow Up
- Linking a Series of Customer Interactions
- Virtual Sales Tools
- Equipment and Set Up
- Advanced Stage Craft
- Using Video Before and After Sales Calls
- Moving from a 3D seller to a master of 2D

Prerequisites   None.