

# STRATEGIC SELLING DONE VIRTUALLY

Selling virtually is our new norm - but don't think of it as a handicap. In fact, it is an opportunity to completely differentiate how we build relationships! With more than half of the world now working from home, it is imperative to understand today's buyers' expectations and how to execute differently to win important deals. In this workshop, you will learn how the secrets to gaining customer trust and connection advantage virtually.

We will focus on how to leverage a repeatable approach to selling in a virtual environment that will enable you to develop sales momentum and achieve the desired outcomes in your sales process. You will walk away knowing how to fully prepare for your virtual meetings with potential clients and navigate unique situations.



## AUDIENCE



Sales  
Professional



Sales  
Enablement



Key Account  
Managers



Sales  
Coach



Sales Support



Sales  
Leadership

## VIRTUAL SELLING FRAMEWORK

Discover the framework for virtual selling by driving into P.R.O.M. during the workshop:

- **Presence:** See the right tone and dynamics to form alignment.
- **Relationships:** Develop the right approach to create credibility, trust, and authenticity.
- **Outcomes:** Manage key virtual meetings by focusing on the destination and navigating the collaborative pathway.
- **Message:** Engage intellectually and emotionally to build out cut through and gain momentum.

## KEY DIFFERENTIATORS

This specialized workshop has been meticulously designed to master the unique dynamics of virtual selling. This highly interactive workshop includes:

- A half-day virtual session, including a short break.
- Real work on a live opportunity to create a compelling call plan.
- Interactive exercises, breakout groups, and stimulating conversations.
- Experienced facilitators to provide expert guidance
- Attendance limited to 16 participants for personal engagement and interaction.