Selling in a Virtual Environment™

Selling virtually has become the new normal in most industries. Your salesforce now relies on remote selling tools to bridge the gap between how they are accustomed to selling and what is needed in today's business environment. So, how do you effectively combine your current sales methodology and selling skills with virtual best practices?

Selling in a Virtual Environment™ (SVE) provides salespeople with the skills they need to successfully combine their current sales methodology with virtual best practices. Research shows that salespeople have lost sales opportunities by not using their relationship selling skills effectively in the virtual environment.

Selling in a Virtual Environment's four two-hour modules will be conducted, when possible, on the virtual platform your salespeople use most frequently, encouraging them to practice and apply the skills on the job immediately following each session.

Program Outcomes

Connect to Buyers Virtually

Use specific actions and virtual tools prior to and during meetings to build trust, gather information, present solutions, and provide customer support.

Effectively Use Technology

Confidently select and use the right tools within the virtual platform to ensure an engaging meeting.

Gain Confidence in Virtual Presentations

Through effective planning and preparation, control your confidence levels before and during the meeting.

Master the Sources of Engagement

Use tools and techniques to actively engage buyers, ensuring they remain involved and on track at all times.

WilsonLearning.com | 1.800.328.7937

WILSON LEARNING®
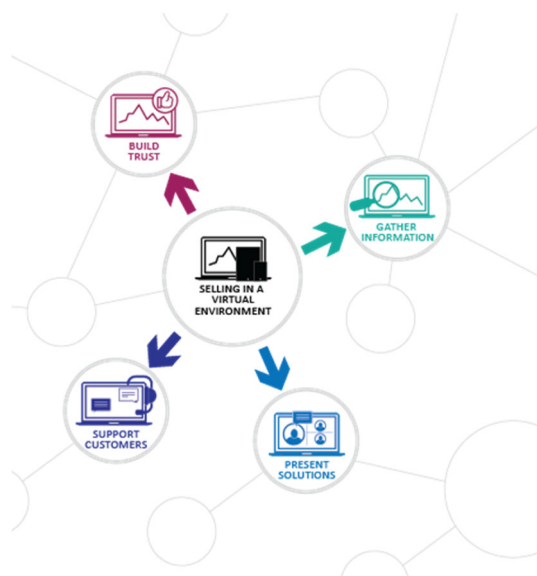
Modules: Key Learnings Are . . .	Your Salespeople Will Be Able to . . .
Building Trust Virtually	
Building trust virtually requires the effective use of a variety of virtual communication tools and technologies prior to, during, and after sales meetings.	Establish rapid trust to gain engagement and commitment from customers
Gathering Information Virtually	
Getting customers actively engaged is critical to effective virtual investigation. This module provides techniques to gain active customer participation, turning virtual discovery from an interrogation into a conversation.	Virtually uncover and prioritize the buyer's personal interests and business needs
Presenting Solutions Virtually	
Effectively involving all stakeholders during the solution discussion is critical. This module focuses on techniques to master virtual presentations that draw on visual, auditory, and kinetic responses to hold buyers' attention and gain their commitment to moving forward.	Create engaging virtual presentations; read objections or virtual hesitation signs and act accordingly
Supporting Customers Virtually	
The key to after-sales support is utilizing the right tools at the right time. By mixing traditional virtual tools (phone, email) with newer tools (platforms, social media, etc.), salespeople keep customers' focus on success and establish their personal brand for quality.	Recognize the symptoms of customer indifference faster; create an action plan for virtually supporting customers, using traditional and newer virtual tools with confidence

This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities.

WILSON LEARNING®