

Selling virtually – a new reality

Learning format

Online webinar

Course date/duration

Thursday, 28th October 2021 or Thursday, 2nd December 2021

4 hours over 2 sessions

Session 1: Start 09.30 - 11.30

Break: 11.30 – 14.00 This will include completing a task ready for session 2.

Session 2: 14.00 – 16.00

What do you get?

Certificate of Attendance

Course overview

We are all experiencing challenges we did not envisage during 2020 and many of these challenges will affect how we win and retain business for many years to come. How we react and adapt to those challenges will directly affect our business, our customers, and our personal lives.

How our salespeople adapt to these challenges and engage with your customers to develop business will be crucial to your success.

Selling virtually and blending the approach when developing relationships with customers will help your organisation succeed now and in the future.

Who would this benefit?

Sales office staff and sales office managers, external sales and sales leaders.

The course can be adapted to address a specific business need or used as part of a business initiative.

The course aim is:

To understand the new reality of selling virtually and how to use virtual selling techniques to maximise sales opportunities and develop relationships with new and existing customers.

Objectives

- Understand the challenges of selling virtually
- Understand how to use social media to sell virtually and generate sales momentum
- Understand how to use a blended approach when developing a sales strategy.
- Understand how to plan and facilitate a virtual sales conversation with single or multiple stakeholders.
- Understand how to build rapport and keep the customer engaged
- Explore how to control the virtual sales environment, be authentic with presence.
- Understand how to close a virtual meeting and gain commitment.
- All Workshops are facilitated by an experienced subject expert, rich in content and designed to be insightful and inspiring.

The workshop is run over 2 sessions on one day and can include a follow up session if required to discuss how the delegates have applied what they have learnt.

During the break the delegates are required to produce a presentation which they will use to practice their delivery technique in a safe environment during the second session.

Content

- Understand how customers want to be engaged with and explore how the different challenges we face when selling virtually can be overcome in the different sales situations we may face.
- Explore how different sales channels can be used to engage with customers throughout the sales process to generate sales momentum.
- Know that one hat does not fit all. Using real life customer examples understand the right blended approach to develop a sales strategy that works and delivers results.
- Run virtual sales meetings knowing how to plan a meeting that delivers a positive outcome and ensure customers attend.

Price

The price of this course is £145.00 + VAT per person.

To book your place please complete the attached form and email to training@eda.co.uk.