

VIRTUAL SALES MEETING

Digital meetings with tools such as Teams, Zoom and Skype.

"All my sales meetings take place via Teams and Skype. I felt that they were not directed forward and realized that my sales pitch was not sharp and that my customers were not properly prepared. I felt that they often checked out, and it became difficult to create a relationship. The training gave me tips on what equipment I needed to get and how to build a pitch story that arouses the customer's interest. Now my digital sales meetings are much more prepared, my story is well thought out, and I am more straightforward regarding what I want the customer to decide on! Although the meetings often are only 30 minutes long, we get further, the customer is prepared for what we are going to discuss, and we often end up with a joint action plan. It may be many short Teams meetings, and that makes

the sales process faster. The e-training gave me a kick in the right direction with templates and ideas."

TARGET GROUP

Sellers, managers, sales support staff and consultants who arrange and participate in digital sales meetings.

GOAL

Do you want to create engaging and interactive digital sales meetings at Teams? Do you want your customer to contribute with their needs and ideas and take responsibility for an action plan? Do you want to master the technology, hardware and software as well as tools for capturing ideas and making a sales pitch story that creates interest? With this knowledge, you will be able to create digital sales meetings that get the customer to take the next step in the purchase process.

The trend is that more and more sales meetings take place via digital channels, are shorter and have more participants – regardless of where you and your customer are geographically. Once you and your team have learned to master digital sales meetings, you have gained a competitive advantage.

10 SKILLS YOU WILL GET TO LEARN

- ✓ How to create professional digital sales meetings
- ✓ How to build your pitch story
- ✓ How to use images, sound and your body language to get the customer engaged
- ✓ How to invite to and prepare your digital sales meetings
- ✓ How to get the customer to contribute their ideas via interactive tools
- ✓ How to give feedback to the customer after the virtual presentation
- ✓ Getting the right technical equipment
- ✓ Choosing the right video conference program and tools to capture input and feedback
- ✓ Learning to use online sales meetings to streamline the selling
- ✓ How to ask questions

Jens Edgren, CEO of Sales Makeover



CONTENTS

- What does the customer's digital purchase journey look like?
- How to build your digital sales process
- Learning how to administer professional digital sales meetings step by step
- Getting technical equipment, hardware and software
- How to build your own digital selling studio
- How to use images, sound and your body language to get the customer engaged
- How to choose the right video conference program and tools to capture input and feedback
- How to invite to and prepare your digital sales meetings
- When and how to use powerpoint presentations
- How to build your digital pitch story
- How to ask questions at digital sales meetings

- How to get the customer to contribute their ideas via interactive tools
- How to get quick feedback using shared notes
- How to avoid your customers checking out from the meeting
- How to give feedback to the customer after the virtual presentation

The virtual sales presentations®, digital meetings, e-training will, including all the tasks, take about 4 hours.

When you have completed all the tasks and quizzes, you will receive an elegant diploma, a course certificate and a Solution Selling® international certification.

SALES TOOLS

- ✓ Checklist for selection of hardware
- ✓ Checklist for selection of software and video conference program
- ✓ Template for online pitch story
- ✓ Template for engaging questions
- ✓ Template for follow-up of the digital sales meeting
- ✓ Evaluation of your digital sales meetings
- ✓ Scheduling of your digital sales meetings

GET THE MOST OF OUR E-TRAININGS

To get the most out of this e-training, we suggest that you supplement it with a selection of our other e-trainings and do them in the following order. Here are some of our recommendations for different professional roles:

FOR SELLERS

New as a seller ▶ Solution Selling Fundamentals ▶ Solution Selling Advanced ▶ Social Selling ▶ The art of cold calling
▶ The art of negotiating ▶ **Virtual sales meetings**
▶ Virtual sales presentations

FOR SALES MANAGERS

B2B Sales Management ▶ Social Selling ▶ The art of booking customer meetings ▶ The art of negotiation
▶ **Virtual sales meetings** ▶ Virtual sales presentations

FOR KEY ACCOUNT MANAGERS

KAM: Strategic sales ▶ KAM: Leading customer teams
▶ Social Selling ▶ The art of booking customer meetings
▶ The art of negotiating ▶ **Virtual sales meetings**
▶ Virtual sales presentations

FOR CONSULTANTS

Solution Selling for consultants ▶ Social Selling
▶ **Virtual sales meetings** ▶ Virtual sales presentations



VIRTUAL SALES MEETING

ABOUT THE E-TRAINING

Salesmakeover's Virtual sales presentations®, digital meetings, e-training provides knowledge that is quickly translated into new selling skills.

Reflection, Action, Knowledge (RAK)

Each segment of the e-training contains several short videos, with instructions and role plays, texts and tasks as well as a reflection. The reflection is shared with everyone who has attended the e-training or within your training group (company-adapted e-training). You will receive feedback on the tasks and reflections from Salesmakeover's certified instructors. The training ends with a quiz and practical tasks where you can apply the knowledge in your sales work.

SALES MAKEOVER

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