

VIRTUAL SOLUTION SELLING®

"When our customers wanted to have all meetings via Teams, ZOOM and Skype, we realized that our sales methodology was based on physical meetings, building relationships, improvising and shaking hands on deals. We noticed that the customers wanted to get customized ideas early in the sales process and that our old company presentations did not work on digital meetings. We therefore needed a digital method for solution selling. Now we do all our sales activities at digital sales meetings, we use Social Selling to book appointments and we even sign contracts with a digital signature. A big challenge has been to gain trust and customer engagement throughout the digital buying journey. Among other things, we have become good at getting the customer to co-create the solution, which has increased the hit rate by 33% and that the entire sales process goes faster, more people can participate in customer meetings when they are digital."

TARGET GROUP

Sales people, managers, sales support and consultants who make solution sales via digital meetings.

GOAL

The goal of the e-training Virtual Solution Selling is to give you new innovative knowledge for how to start, implement and close deals with a 100% digital sales process. To be able to arouse interest with a digital sales pitch, build objectives with the customer and together co-create a valuable and sustainable solution. In addition, master the digital technology, hardware and software, as well as tools for collaboration so that you feel and act like a digital sales professional.

During the e-training Virtual Solution Selling you will start by building your own virtual sales studio. Based on a sales case of your choice, you will do all the steps in the new Virtual Solution Selling, record a digital sales pitch, create a digital sales story, build objectives for the customer and co-create the solution with Solution Canvass®. After the e-training Virtual Solution Selling, you will be able to make your sales completely digital.

10 SKILLS YOU WILL GET TO LEARN

- ✓ How customers make their digital buying journey
- ✓ How you build your virtual solution selling in four steps
- ✓ How you prepare and do research about the customer
- ✓ How you use Social Selling to contact and book meetings with new customers
- ✓ How you build objectives and ask questions with Powerquestions®
- ✓ How you create a digital sales pitch
- ✓ How you invite and prepare your digital sales meetings
- ✓ How to get the customer to contribute with their ideas via interactive tools such as Solution mapping®
- ✓ To plan and make a digital value-creating closing with digital signing
- ✓ To build a virtual sales studio with the right equipment and digital meeting software.

Jens Edgren, CEO of Sales Makeover



CONTENTS

- How customers make their digital buying journey
- Four pitfalls in virtual solution selling
- How you build your virtual solution selling in four steps
- To create your own sales studio, light, sound, image
- How you prepare and do research about the customer
- How you find the customer's strategic initiatives
- How you use Social Selling to contact and book meetings with new customers
- How you build your digital sales pitch
- How you invite and prepare your digital sales meetings
- How you engage the customer before the customer meeting with key questions
- How you build objectives for the customer
- How you ask questions with Powerquestions®
- 50 smart questions that suits digital customer meetings
- How you quickly create collaboration and interactivity at the digital customer meeting
- How to use storytelling to convey your message

- How you get the customer to contribute with their ideas via active tools such as Solution mapping®
- How you quickly give feedback and document the digital customer meeting
- How you get the customer to allocate time and resources to create a solution together with you
- How you qualify the customer by using the digital sales compass
- To plan and make a digital value-creating closing with digital signing
- To build a virtual sales studio with the right equipment and digital meeting software

The E-training Virtual Solution Selling requires about 8 hours including all tasks.

When you have completed all the tasks and the quiz, you will get a nice Virtual Solution Selling® diploma and course certificate.

SALES TOOLS

- ✓ Checklista for selection of technical equipment and meeting software
- ✓ Template for costumers research via online information sources
- ✓ Template for a digital sales pitch
- ✓ Template for meeting booking via LinkedIn
- ✓ Template for digital story
- ✓ Template for planning, Time-box, of a digital sales meeting
- ✓ Template for Powerquestions®
- ✓ Template for Solution Mapping®
- ✓ Template for follow-up of digital sales meeting with sponsor letters
- ✓ Template for the digital closing
- ✓ Qualification of digital sales process with the digital version of the Sales compass

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
SOLUTION SELLING

ABOUT THE E-TRAINING

Salesmakeovers Virtual Solution Selling®, e-training provides knowledge that is quickly translated into new sales skills.

– Reflection, Action, Knowledge (RAK)

Each part of the e-training contains several short videos, with instructions, templates, texts and tasks as well as a reflection. The reflection is shared with everyone who has taken the e-training or within your training group (e-training customized for companies). You will get feedback on the information and reflections from Salesmakeover's certified instructors. The training ends with a quiz and practical tasks where you get to apply the knowledge in your sales work.

SALES MAKEOVER

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