# Digital selling in a changed world

## 5 Half-days

## OVERVIEW

### 1.0 Digital sales excellence defined

Audience behaviour, client decision-making and the platforms available have all changed. This is a huge opportunity, and the strongest salespeople are adapting to this new situation by taking a very different approach. A new benchmark is being set.

### 1.1 Understanding the multi-channel buying journey

Helping clients understand the audience's buying journey has always been key to sales success. However, it's getting harder as the audience journey becomes more complex and the average number of marketing touchpoints increases. If salespeople are to successfully articulate the value of their particular solution, they need to understand the overall audience buying journey and the role that their solution plays in it.

### 1.2 Digital sales skills (part 1)

Clients are bombarded by salespeople desperate to talk about their digital offering. Today's best salespeople differentiate their approach by first teaching the client why they should prioritise connecting before running a conversation that teaches the client why they should shift from their status quo.

### 1.3 Digital sales skills (part 2)

Clients have a lot of vendors to choose from. Salespeople need to align their brand before pitching their solution in the right way. The best salespeople then work with the client to champion it within their business.

### 1.4 Co-creating multi-channel solutions

With so many digital products available, creating and justifying a multi-channel solution can be challenging. Salespeople need an audience-centric approach to creating solutions that make it easy for the client to say 'yes'.

## CONTENT & OUTCOMES

**In this module you will:**
- Understand the significant changes in the way clients make decisions
- Explore research into what top sales professionals are doing differently
- See how you measure up against today's top-performers

**Outcome:** **A structure and approach to excel in digital sales**

**In this module you will:**
- Explore the multi-channel B2B audience buying journey
- Identify the differences and parallels between your traditional offering and digital
- Learn digital terminology with our digital jargon buster

**Outcome:** **A deep understanding of the digital journey and increased digital fluency**

**In this module you will:**
- Learn powerful multi-channel outreach approaches to generate pipeline
- Understand why you are asking each question and how to lead the conversation where you need it to go every-time
- Learn an incredibly powerful framework of questioning to shift beliefs

**Outcome:** **More qualified opportunities in the pipeline**

**In this module you will:**
- Learn two powerful and unique approaches to position and pitch your company
- Take a deep-dive into the journey a proposal needs to go on and the objectives it needs to achieve
- Learn a powerful structure for speeding up your client's decision-making process

**Outcome:** **Increased conversion rate and shorter average deal length**

**In this module you will:**
- Understand what makes recommendations work
- Learn a framework for co-creating recommendations
- Learn how to run effective creative discussions

**Outcome:** **Greater buy-in to recommendations from clients**