

OVERVIEW

3.1 Remote Selling: Delivering world class virtual experiences

Selling remotely via Zoom, Teams and Hangouts is now the norm for most salespeople but it comes with its specific challenges. As clients have become more used to buying remotely, their expectation of what a great, remote sales experience looks like has grown. It's now vital that you optimise your approach to selling via these platforms.

CONTENT & OUTCOMES

In this module you will:

- Develop a checklist for delivering a best-in-class remote experience every time
- Understand how to adapt the sales experience for remote platforms
- Learn how to sell remotely with gravitas

Outcome: A structure and approach to excel in sales in a changed world

3.2 Social Selling: Becoming a LinkedIn extrovert

90 percent of top decision-makers say they never respond to cold calls (HBR). Social selling is the art of using social media to find, connect with, understand, and nurture sales prospects. It's the modern way to develop meaningful relationships with potential customers so you're the first person or brand a prospect thinks of when they're ready to buy.

In this module you will:

- Explore why your clients and prospects need you to master social selling
- A game changing structure for managing and mastering social selling
- A cutting edge approach to creating engaging and powerful content and messaging

Outcome: Become a social selling extrovert who cuts through the noise

3.3 Powerful presentations: Engaging your audience

Clients have more choice today than ever before and it is the sales experience that has the greatest impact on who they will choose. Presenting is often a core component of that sales experience so nailing it is vital. With charisma, structure and the right message you can take your client on the right journey every time.

In this module you will:

- Explore your personal strengths and work-on areas from the client's perspective
- Understand how to message and structure your presentation in a way that will make it easy for the client to say 'yes'
- Learn ground-breaking techniques to dramatically improve your charisma levels

Outcome: Increase the impact of every client presentation

3.4 Assertive Negotiation: Shifting the balance of power

With budgets under pressure and with huge amounts of competition, negotiation is becoming an ever more important component of the sales conversation. However, too often salespeople approach negotiation in the wrong way resulting in poor outcomes.

In this module you will:

- Learn why your clients negotiate, how to avoid it and how to adapt your approach
- Find out where you stack up against the strongest negotiators
- Learn a powerful and simple framework for planning and running your negotiations

Outcome: Less negotiation, higher yields