

building a sustainable pipeline [?] FORTY2

selling in a virtual world

Are you struggling to develop your network?

Are you finding it difficult to connect with prospects remotely?

Are you concerned your pipeline will dry up?

Over the past two hundred years there have been several moments that have transformed selling: the creation of the postal service brought about the demise of the street hawker and gave birth to selling via brochure; the advent of the phone brought an end to door-to-door canvassing and heralded cold-calling. Now Covid-19 and social media are changing sales again.

Today's buyers use social media to help identify potential suppliers, evaluate proposed solutions and make business decisions. Savvy sales professionals leverage this trend using social media messaging to generate interest and connect with potential customers.

How can social media be used effectively to develop your network and build your pipeline?

In 2 hours this skillshot™ will help you:

- Realise the power and importance of **social selling**
- Offset the decline in the effectiveness of cold calling with the **power of social engagement**
- **Develop** and **leverage** a sustainable network of business contacts
- Use **Active References** to populate your network and feed your pipeline
- Adopt a strategic prospecting methodology that ensures you are connecting with the **right people** in the **right accounts** at the **right time**
- Develop simple and effective prospecting strategies to **maximise results**

SKILLSHOT™ approach

Delivered using a proven virtual learning platform and methodology, Forty2's skillshots™ are intensive, highly interactive, acutely focused, performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals when dealing with the twin challenges of an economically depressed market and selling in a virtual world.

Group size

8-10 participants

SKILLSHOT™ clinics

Engaging customers virtually

Connecting with new contacts and building empathy and trust in a virtual world.

Building an insider relationship in a challenging market

Utilising a consultative and collaborative approach to challenge the status quo and identify the customer's/prospect's latent needs.

Presenting a differentiating value proposition virtually

Designing, developing and virtually delivering a business-winning case.

Negotiating in a depressed market

Standing-up to, and counteracting, well trained, experienced negotiators.

Building partnerships with procurement

Working with procurement in a manner that ensures a mutually beneficial result, whilst maintaining an effective, on-going working relationship.

What next?

Contact Nick Anderson
na@4ty2.co.uk
or Nic Fallan
nf@4ty2.co.uk