

engaging customers virtually

selling in a virtual world



Do you find it difficult to engage and build trust with prospective customers virtually?

Do your contacts initially engage with your ideas only for their enthusiasm to diminish over time?

We all know that building trust is critical to sales success and this is so much harder when we are unable to physically connect with people.

So how should you behave and what approach should you adopt in order to build the required levels of trust and develop a true business partnership?

The answer: Consultative selling. Why? Because it involves working collaboratively with your customer, building a detailed understanding of their challenges and needs, and jointly developing a solution. Utilising a genuine consultative selling approach will help you overcome the unique challenges associated with virtual selling.

In 2 hours this skillshot™ will help you

- Use the trust triangle to **develop strong relationships** with new connections
- **Build empathy** when using virtual meeting tools
- **Work collaboratively** with customers to help them frame and implement their vision for change
- Understand and **utilise a consultative approach** to selling that results in sustainable relationships and success

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

Building a sustainable pipeline

Leveraging your reputation, networking in a virtual environment and adopting a strategic approach to build a sustainable pipeline.

Asking the right questions

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

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

Negotiating virtually

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?

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