

Mercuri International

# REMOTE SELLING

## WHY REMOTE SELLING?

New technologies have considerably expanded the options for interacting with customers.

Follow this path to discover how to take advantage of remote selling and turn each meeting into a success!





## AUDIENCE

All sales professionals who would like to maximize their performance in a non face to face selling environment



**DURATION: 1 hour 30 min**



## FURTHER INFORMATION

100% asynchronous distance learning  
All content is adapted for laptops, tablets and smartphones



## TRAINING COURSE OVERVIEW

### **Chapter 1: Introduction to remote selling**

Module 1: Differences between face-to-face and virtual sales meetings

### **Chapter 2: Preparing for the web based meeting**

Module 2: Collecting customer info on the web

Module 3: 4S Methodology

Tool: Preparation checklist

### **Chapter 3: During the web based meeting**

Module 4: Effective use of webinars

Module 5: Effective Virtual Communication

Module 6: Active Listening

Module 7: Effective presentation materials

Module 8: Using storytelling to engage your audience



# TRAINING COURSE OVERVIEW

# CHAPTER 1: INTRODUCTION TO REMOTE SELLING

## Module 1: Differences between face-to-face and virtual sales meetings

Discover the main differences between face-to-face and virtual sales meetings.

What are the opportunities and risks related to being remote?

What are the challenges to overcome?



# CHAPTER 2: PREPARING FOR THE WEB BASED MEETING

## Module 2: Collecting customer info on the web

The internet has given access to a wealth of information for use in researching for a meeting, making preparation much easier. Discover how to use the web and social media to find relevant information about your prospects.

## Module 3: 4S Methodology

To make your preparation efficient, use the 4S methodology:

- Situation that the customer is currently experiencing
- Selection of relevant objectives
- Scenario of the forthcoming meeting
- Supporting tools

## Tool: Preparation checklist

Preparation is always key - even more so with virtual meetings. Tick all the boxes to ensure that your meeting runs smoothly.



# CHAPTER 3: DURING THE WEB BASED MEETING

## Module 4: Effective use of webinars

Virtual meetings have numerous advantages and benefits but also present unique challenges. Here are some tips to make your virtual meetings a success.

## Module 5: Effective Virtual Communication

Most people find that communication can be more challenging in virtual meetings. Here you can brush up on your basic knowledge of communication techniques and find some useful tips that will take your virtual communication to the next level.

## Module 6: Active Listening

Active Listening is a fundamental sales technique that is crucial to success.

Active Listening means giving the customer your full, undivided attention - let's discover how.



# CHAPTER 3: DURING THE WEB BASED MEETING

## Module 7: Effective presentation materials

The use of multimedia support greatly strengthens the emotional power of the salesperson, and hence the degree of influence.

The salesperson must master the rules of two-channel communication: an audio message backed up by a relevant and effective visual message is more influential than visual or audio alone.

## Module 8: Using storytelling to engage your audience

Stories are the best way of triggering emotions - and emotion is the best way of creating a decision to change. Discover how to use storytelling to make your message attractive and differentiate it from your competitors.







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