



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!



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AUDIENCE

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



METHODS

Digital modules and virtual training take turns in an interactive path. This process allows participants to confront and collaborate in a dynamic way.



TOOLS

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



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LEARNING PATH

**alternation of digital modules and
virtual classroom sessions**

REMOTE SELLING PATH



KICK-OFF
WEBINAR
(ADOBE CONNECT)



ONLINE
MODULES



VIRTUAL
CLASSROOM 1



VIRTUAL
CLASSROOM 2



HOMEWORK



ONLINE
MODULES

WEEK 1 - 3



HOMEWORK



FITNESS
HOURS



VIRTUAL
CLASSROOM 4



ONLINE
MODULES



FITNESS
HOURS



VIRTUAL
CLASSROOM 3

WEEK 4 - 7



PRACTICE



ONLINE
PATH



SHARING BEST
PRACTICE WEBINAR

WEEK 8 - 10



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REMOTE SELLING PATH WEEK 1 - 3



KICK-OFF WEBINAR



1 hour

Presentation of the
Remote Selling Path



ONLINE MODULES



1,5 hours

Participants will start the online activities:
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: Prepare your virtual meeting with the 4S method
Tool: Preparation checklist



VIRTUAL CLASSROOM 1



2 hours

Introduction to Remote Selling
Difference between Face2Face e Remote
Preparing for web based meeting
Collecting customer info



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REMOTE SELLING PATH WEEK 1 - 3



VIRTUAL CLASSROOM 2



3 hours

Preparing your virtual meeting with 4S methodology:

- Situation of the Customer
- Selection of relevant objectives
- Scenario of the meeting
- Support



HOMEWORK



2/4 hours

Participants will work on the case study using the 4S method. They will need to collect all the necessary info about the client. They also will have the opportunity to discover additional information using the question techniques



ONLINE MODULES



30 minutes

Chapter 3: During the web based meeting

Module 4: Effective use of web meetings

Tool: Virtual meeting check list

Module 5: Effective slideshow for virtual presentation

Tool: Effective slideshow checklist

REMOTE SELLING PATH WEEK 4-7



VIRTUAL CLASSROOM 3



2 hours

Presentation circle and effective slideshow for virtual presentation
Using storytelling to engage your audience



FITNESS HOURS



1 hour

Participants will practice:

- Presentation design
- Using storytelling to engage your audience
- Creating effective slideshow for web-based meetings
- They can also use this extra hour to get some feedback on their upcoming real-life meetings you are currently preparing for..



ONLINE MODULES



30 minutes

Chapter 4: Active communication
Module 6: Active Listening
Module 7: Effective virtual communication
Module 8: Using storytelling to engage your audience



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REMOTE SELLING PATH WEEK 4-7



VIRTUAL CLASSROOM 4



1 hour

Effective virtual communication
Active listening for handling objections



FITNESS HOURS



1 hour

Participants will practice:

- Effective communication
- Active listening
- Objections handling
- Participants can also use this extra hour to get some feedback on their upcoming real-life meetings you are currently preparing for



HOMEWORK



2/4 hours

Participants will prepare their presentation using the case study and they will follow the process to manage the preparation for the call with the customer



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REMOTE SELLING PATH WEEK 8 - 10



PRACTICE



30 minutes

Participants will virtually meet the client.
The client will be role-played by the Mercuri consultant and one of your managers



ONLINE



1 hour

Participants will find online:

- A place to upload their work
- A feedback form to fill out
- An Action Plan to share during the Webinar



SHARING BEST PRACTICE WEBINAR



1 hour

Each group will present their work and get feedback from the other groups, the MI Consultant and manager



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LEARNING CONTENT

4 Chapter

8

In-depth modules



STEP 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?





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STEP 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: Prepare your virtual meeting with the 4S Method

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

- **S**ituation that the customer is currently experiencing
- **S**election of relevant objectives
- **S**enario of the forthcoming meeting
- **S**upporting tools

Tool: Preparation checklist

Prepararsi è sempre fondamentale – ancora di più per le riunioni virtuali.

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





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STEP 3: DURING THE WEB-BASED MEETING

Module 4: Effective use of web meetings

Virtual meetings have numerous advantages and benefits but also present unique challenges.

Tool: Virtual meeting checklist

Get access to practical tips on effective presentations – keep it close at hand when preparing your next slideshow!

Module 5: Effective slideshow for virtual presentations

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

Tool: Effective slideshow checklist

Get access to practical tips on effective presentations – keep it close at hand when preparing your next slideshow!





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STEP 4: ACTIVE COMMUNICATION

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.

Module 7: 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 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.

