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



METHODS

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



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



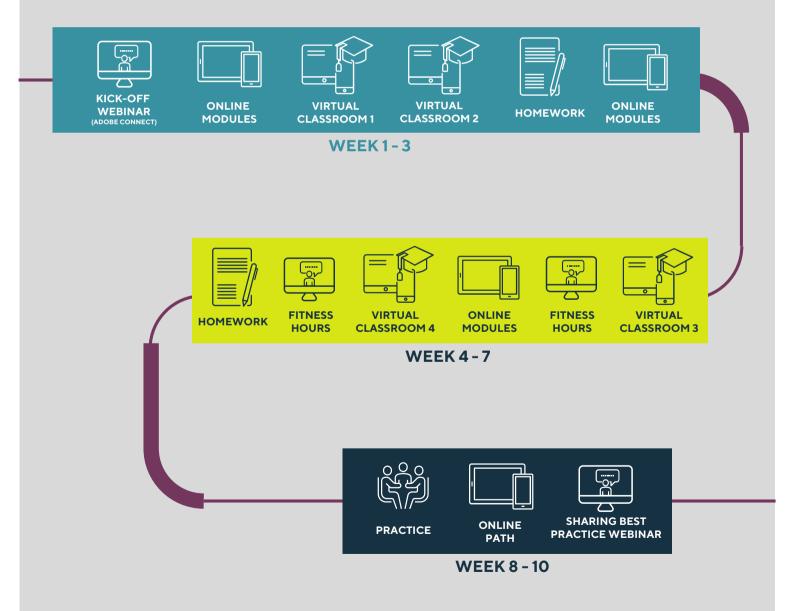


LEARNING PATH alternation of digital modules and virtual classroom sessions





REMOTE SELLING PATH





REMOTE SELLING PATH WEEK1-3



KICK-OFF WEBINAR

Presentation of the Remote Selling Path

ONLINE MODULES



1hour

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



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





REMOTE SELLING PATH WEEK1-3



IRTUAL CLASSROOM 2

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



HOMEWORK

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



3 hours

ONLINE MODULES

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



2 hours

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



FITNESS HOURS

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..



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







REMOTE SELLING PATH WEEK 4-7



Effective virtual communication Active listening for handling objections



FITNESS HOURS

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

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



1hour





REMOTE SELLING PATH WEEK 8 – 10



PRACTICE

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





30 minutes

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

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







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-toface and virtual sales meetings.

- What are the opportunities and risks related to being remote?
- What are the challenges to overcome?





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:

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





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!





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.

