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!

MERCURI
international

DIGITAL LEARNING CENTER

MERCURI international

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
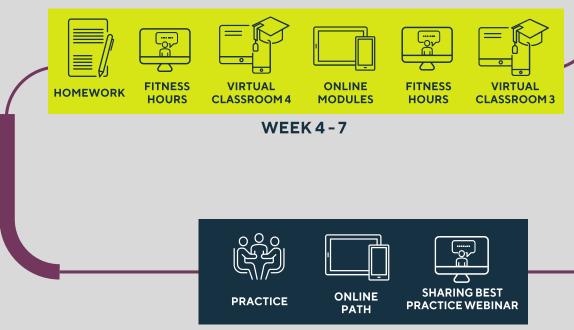All content is adapted for laptops, tablets and smartphones
.

MERCURI international

DIGITAL LEARNING CENTER

LEARNING PATH

alternation of digital modules and virtual classroom sessions

MERCURI international | DIGITAL LEARNING CENTER

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

MERCURI international | **DIGITAL LEARNING CENTER**

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

MERCURI international | **DIGITAL LEARNING CENTER**

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

3 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

REMOTE SELLING PATH
WEEK 4-7

VIRTUAL CLASSROOM 4

3 hours

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

![Mercuri International logo] **DIGITAL LEARNING CENTER**

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

20 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

1 hour

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

DIGITAL LEARNING CENTER

MERCURI international

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?

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**cenario 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.

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.