



Mercuri International

REMOTE SELLING



PROGRAM OVERVIEW

Mercuri International WHY REMOTE SELLING?

New technologies have considerably expanded the options for interacting with customers. Follow the Remote Selling Program 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

Digital contents: **3 hours**

DELIVERY FORMAT

100% digital or in combination with virtual classroom.

Interactive content, videos, exercises, questionnaires, downloadable documents and open forums to connect with the community. All material is supported on laptops, tablets and smartphones.



PROGRAM OVERVIEW



1 INTRODUCTION TO REMOTE SELLING

Discover the opportunities and risks related to working remotely and the challenges to overcome.



2 PREPARING FOR THE MEETING

Prepare properly by avoiding common mistakes. Collect all the customer info needed following a structured method.



3 THE WEB-BASED MEETING

Explore the additional preparation steps needed for web-based meetings and effectively use slideshows to take advantage of the digital environment.



4 ACTIVE COMMUNICATION

Master communication with a focus on the virtual environment, by using active listening and storytelling techniques.



5 SELLING ON THE PHONE

Learn the unique features of phone communication and discover practical ways to overcome the typical hurdles.

CONTENT OVERVIEW

1

INTRODUCTION TO REMOTE SELLING

- Differences between face-to-face and virtual sales meetings

2

PREPARING FOR THE MEETING

- Preparing for the meeting
- Collecting customer Info on the web
- Collecting customer Info during the meeting - checklist
- Prepare your virtual meeting with the 4S method
- Preparation checklist

3

THE WEB-BASED MEETING

- The web-based meeting
- Effective use of web meetings
- Virtual meeting checklist
- Effective slideshow for virtual presentation
- Effective slideshow checklist

4

ACTIVE COMMUNICATION

- Active communication
- Active listening
- The many facets of a message
- Effective virtual communication
- Using storytelling to engage your audience
- Breaking the ice in a web-based meeting

5

SELLING ON THE PHONE

- 7 tips for effective selling on the phone

LEARNING PATH



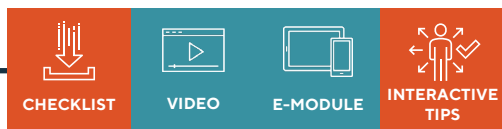
WELCOME



INTRODUCTION



PREPARING FOR THE MEETING



ACTIVE COMMUNICATION



THE WEB-BASED MEETING



SELLING ON THE PHONE



PATH CERTIFICATION



Also available including virtual sessions along the path



Mercuri International

GROW YOUR PEOPLE,
GROW YOUR BUSINESS

