



Remote selling

Mercuri International

Program overview

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 materials are compatible with laptops, tablets, and smartphones

Program overview

- **Introduction to remote selling**
Discover the opportunities and risks related to working remotely and the challenges to overcome
- **Preparing for the meeting**
Prepare properly by avoiding common mistakes. Collect all the customer info needed following a structured method
- **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
- **Active communication**
Master communication with a focus on the virtual environment, by using active listening and storytelling techniques
- **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

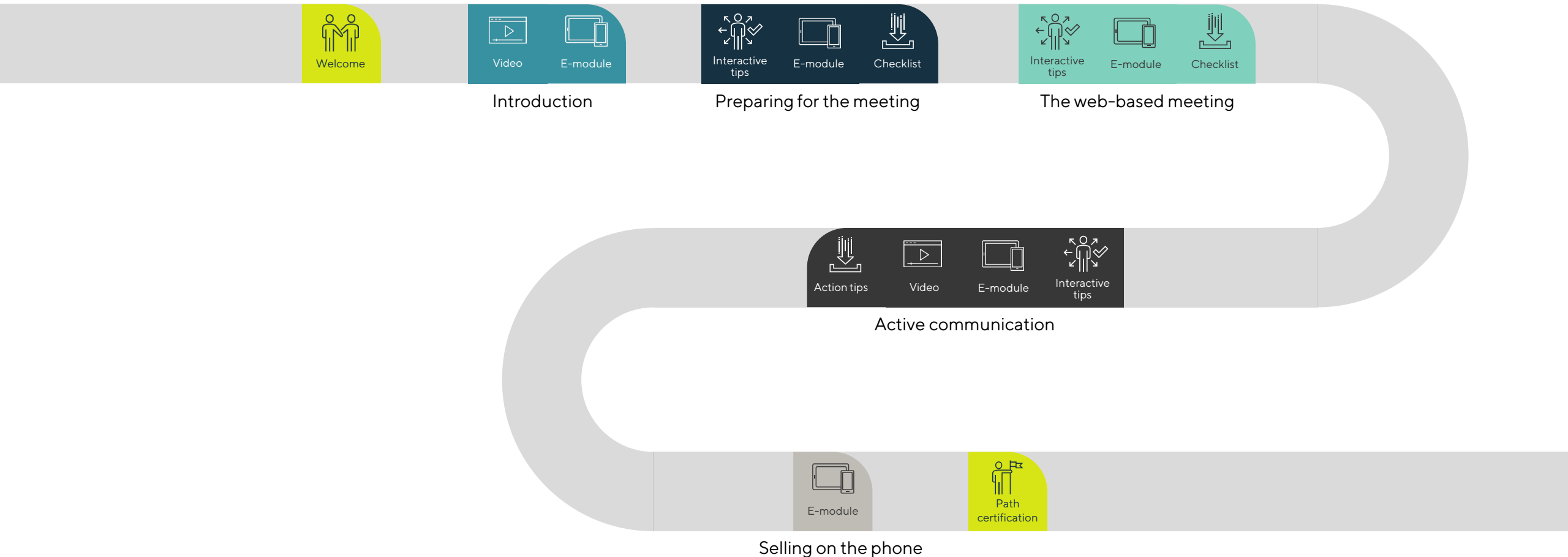
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Selling on the phone

- 7 tips for effective selling on the phone

Learning path

 Also available including face-to-face or virtual sessions along the path





Grow your people
Grow your business