

The need for conducting business and engaging with clients virtually has never been more important. Top-performing sales professionals must master the skills to establish the right virtual environment, create meaningful connections, and sell virtually in a winning way.

Selling Virtually is purpose-built to enable a robust virtual selling capability that boosts productivity, increases revenue and profitability, and strengthens customer relationships.



### Benefits of Selling Virtually

- **Differentiate the essentials** of virtual selling as compared to traditional in-person selling
- **Create a dynamic virtual “selling space”** that reflects a positive image to the customer
- **Define and demonstrate a unique virtual Personal Brand** that differentiates them from their competition
- **Confidently and quickly build rapport and connect** with the customer within the virtual realm
- **Expertly discover customer needs** and challenges and **present solutions** in a tailored way to create buy-in and move the sales process forward
- **Win more business** using virtual prospecting skills and best practices



### Quick Facts

#### Perfect for

- Sales Professionals
- Sales Managers
- Sales Executives
- Sales Support Staff

#### Workshop Length

- 1-day workshop
- 2, 3.5-hour virtual sessions

#### Participant materials

- Participant workbook
- Supporting worksheets & tools
- Job aides & reference guides
- Program certification
- Materials delivered print & digital

#### Delivery Options

- Instruction-led classroom
- Instruction-led virtual
- Train-the-trainer certification

### **Program Objectives of Selling Virtually**

- Complete a **Selling Virtually Readiness** diagnostic tool
- **Determine the differences** between selling virtually and in-person from the salesperson's and customer's point of view
- Increase effectiveness in **preparing and managing** the virtual "sales stage"
- **Develop a Personal Brand** and identify ways to actualize the brand in a virtual environment
- **Identify the requirements** of effective sales collateral that can easily and effectively be prepared ahead of time for virtual delivery
- **Utilize a focused questioning methodology** to uncover customer needs and challenges with virtual collaboration
- **Employ active listening** in a virtual environment
- **Increase customer buy-in** by using a sales methodology to present solutions and benefits tailored to the customer's needs
- **Enhance virtual presentations** by offering insights, ideas, and painting a visual picture using storytelling
- **Demonstrate effective prospecting skills** and best practices that can be achieved through a virtual connection

### **Maximize your sales training investment**

Leverage the full scope of Janek's solutions to drive immediate and long-term results.

#### **Customization**

Let us adapt this program for your team's specific needs, industry, sales environment, and culture.

#### **Measurement**

Validate training effectiveness in terms of performance improvement, business results, and ROI.

#### **Reinforcement**

Take advantage of our turn-key and hands-on training reinforcement solutions.

#### **Technology**

Use an innovative technology solution to reinforce training in a convenient and fun format.

**"Many companies out there just pull a training off the shelf that may not relate directly to their company. But Janek Performance Group provided us with a customized solution, and the follow-through made a huge difference within our organization."**

**Lisa Pearne**  
VP Sales, California Casualty



### **About Janek**

Janek is an industry-leading, award-winning sales performance company. We service clients of all sizes, from startups to the Fortune 100, and have applied our proven methodology to diverse industries and verticals. Top executives turn to Janek for innovative solutions to their most daunting challenges.

With Janek, thinking is shifted from what you sell to how you sell. How aligns with the fundamental way buying and buyers have changed. How listens and learns to adapt. How differentiates. Bottom line: how results in more business, more often. It's time to rethink how.

#### **Ready to get started?**

To schedule training for your organization visit [www.janek.com](http://www.janek.com) or call **800.979.0079**

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