

Remote Selling

Connect, Engage and Close

@VictorAntonio



VIRTUAL SELLING DO'S AND DON'TS



VICTOR ANTONIO'S TIP SHEET

DO'S

- Have adequate lighting (i.e., face a window)
- Have adequate internet speed
- Camera position should be at eye-level
- Taking notes 'still' matters virtually
- Master screen-sharing (practice)
- Use a company mug to sip coffee, tea or water
- Wear a collared shirt (be ready for any meeting)
- Set a brief 3-point agenda upfront
- Mind your background; look pro
- Use a high quality microphone
- Use Bluetooth earbuds/hearing device (no echo)
- Ask for permission to record the session
- Offer client a copy of the recording
- Review recording for your own 'training' purposes
- Ask co-workers for feedback on audio/video quality
- Clear your screen's desktop so when you share they don't see a mess of files
- Jump on 5 minutes early to check your video/audio

DON'TS

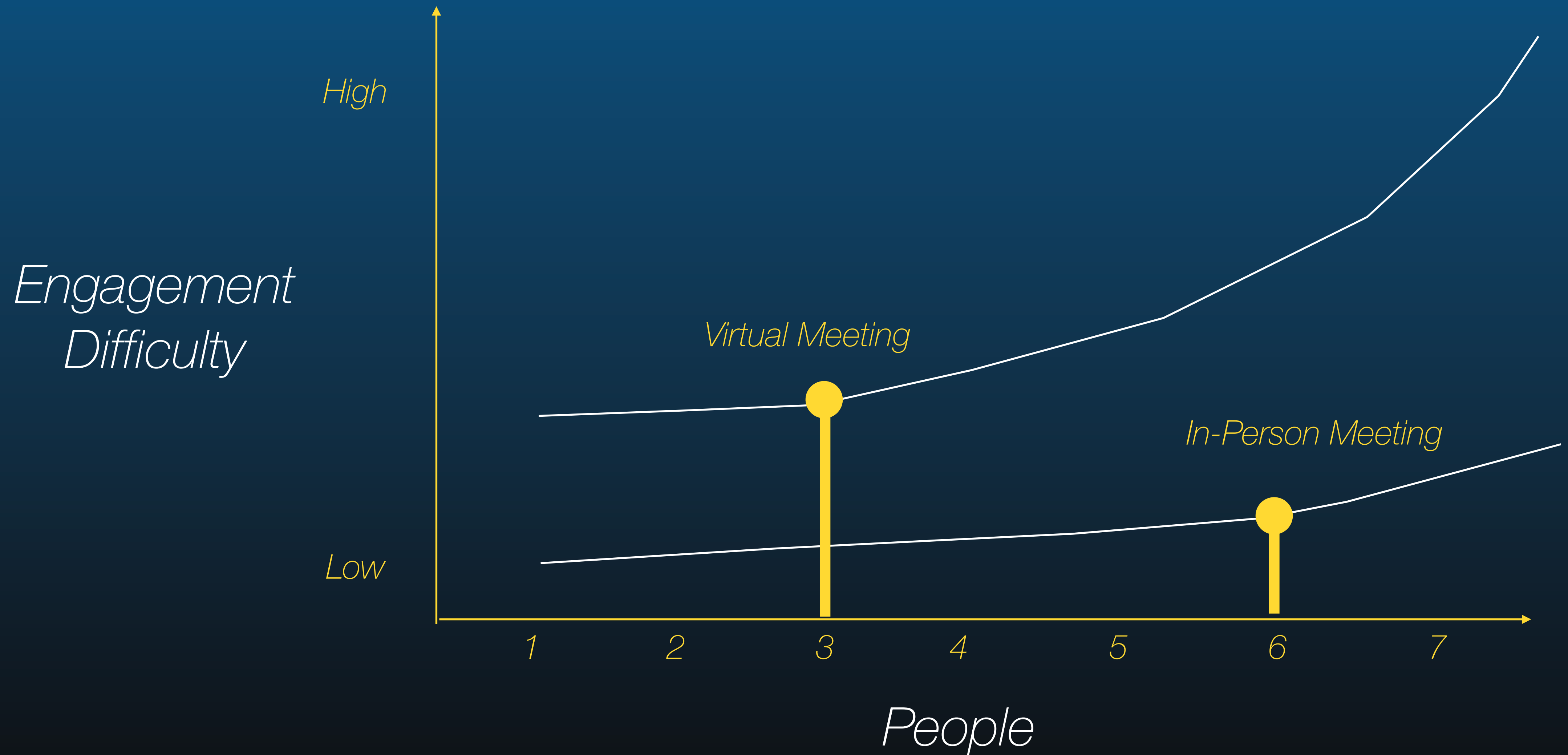
- Do Not look like you just rolled out of bed
- Do Not eat, chew gum or guzzle beverages. If you MUST, turn off your video and mute your audio
- Do Not wear hats or t-shirts of any kind
- Do Not let your eyes wander around the room when you're not speaking. People will wonder what you're doing
- Do Not have a cluttered background; it's detracts and distracts
- Do Not have your pet with you or barking in the background
- Do Not wear pilot headset with mic; cause feedback and doesn't look pro
- Do Not show ceiling; If you can see your camera angle is off
- **Do Not get off that call without 'advancing' the sale**

CONNECT • ENGAGE • CONVINC



SalesVelocityAcademy.com

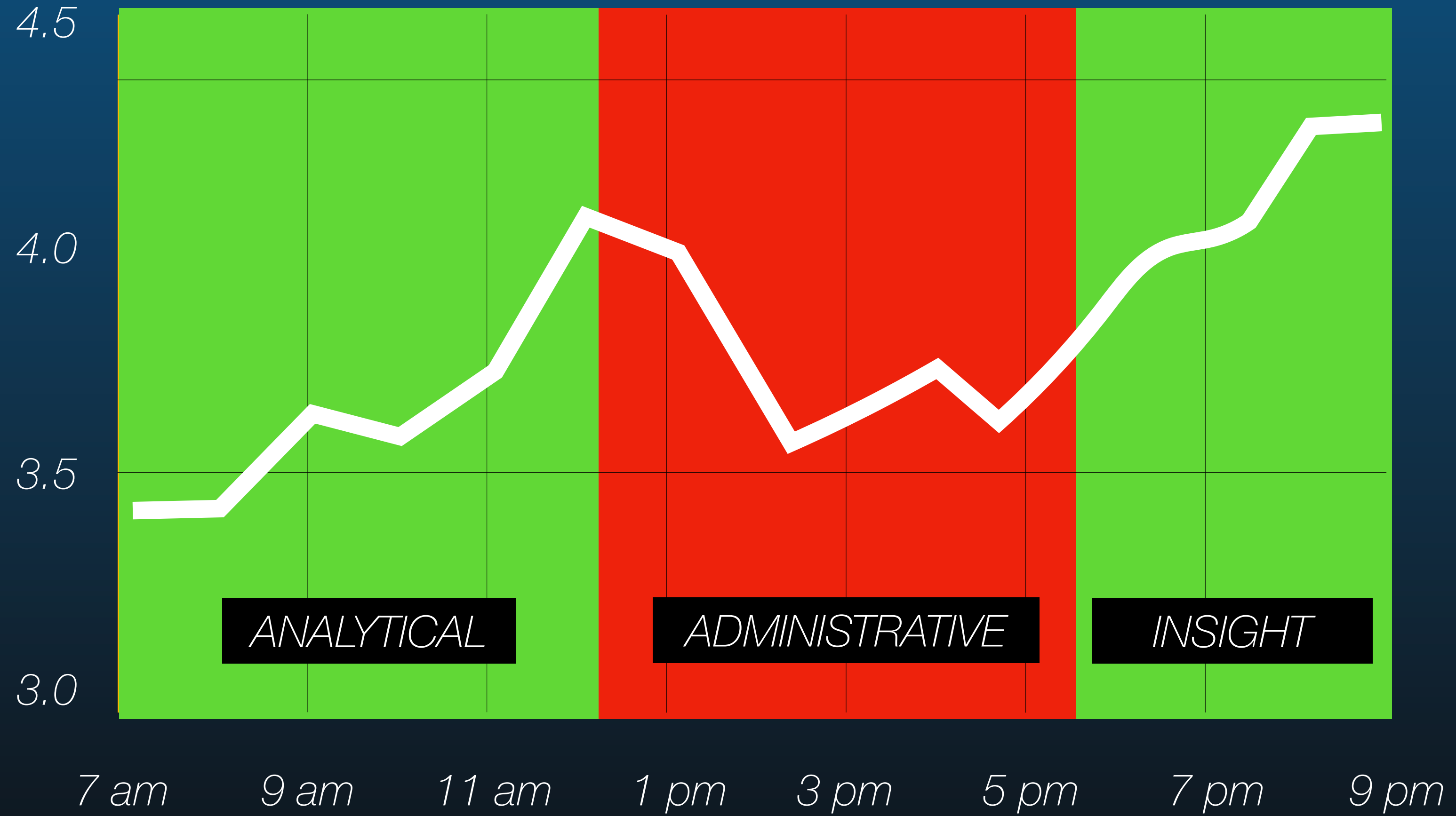
Ringlemann Effect



Peak

Trough

Recovery



Send Reminder with Instructions

- *Jill, look forward to **seeing** you. It'll be great to finally put a **face with the voice**.*
- *Bill, look forward to finally having a **face-to-face** conversation with you so I can put a **face to the voice**.*
- *In preparation, for our meeting:*
 - *Please have your webcam on when you enter the (video) call*
 - *Remember to unmute yourself :-)*
 - *Use a pair of headsets or earbuds to eliminate echo*

Upfront Expectations

- *Set the tone by going first*
 - *“Can everyone give me a 60-second who you are (role) and your expectation from of this meeting. I’ll go first.*
 - *I’m the **Senior Event Coordinator** and I’m here to show you our new **(product/service)** and how it **(benefit)**. My expectation? At the end of the meeting I just want your feedback on (fill in the blank).*
 - *Bill, give us your 60-second check-in: Your role and expectations for this meeting.*
- *Gives everyone a chance to talk*
- *Sets the ‘expectation table’*
- *Collect some G2 to refine your presentation*

Backend *Expectations*

- *Tell the group that at the end of the meeting everyone has to:*

Option 1: *Contribute one idea to the solution*

Option 2: *Will be asked to share what they think*

Begin with the End Points



30-Minute Structure

Intro
1.5
minutes

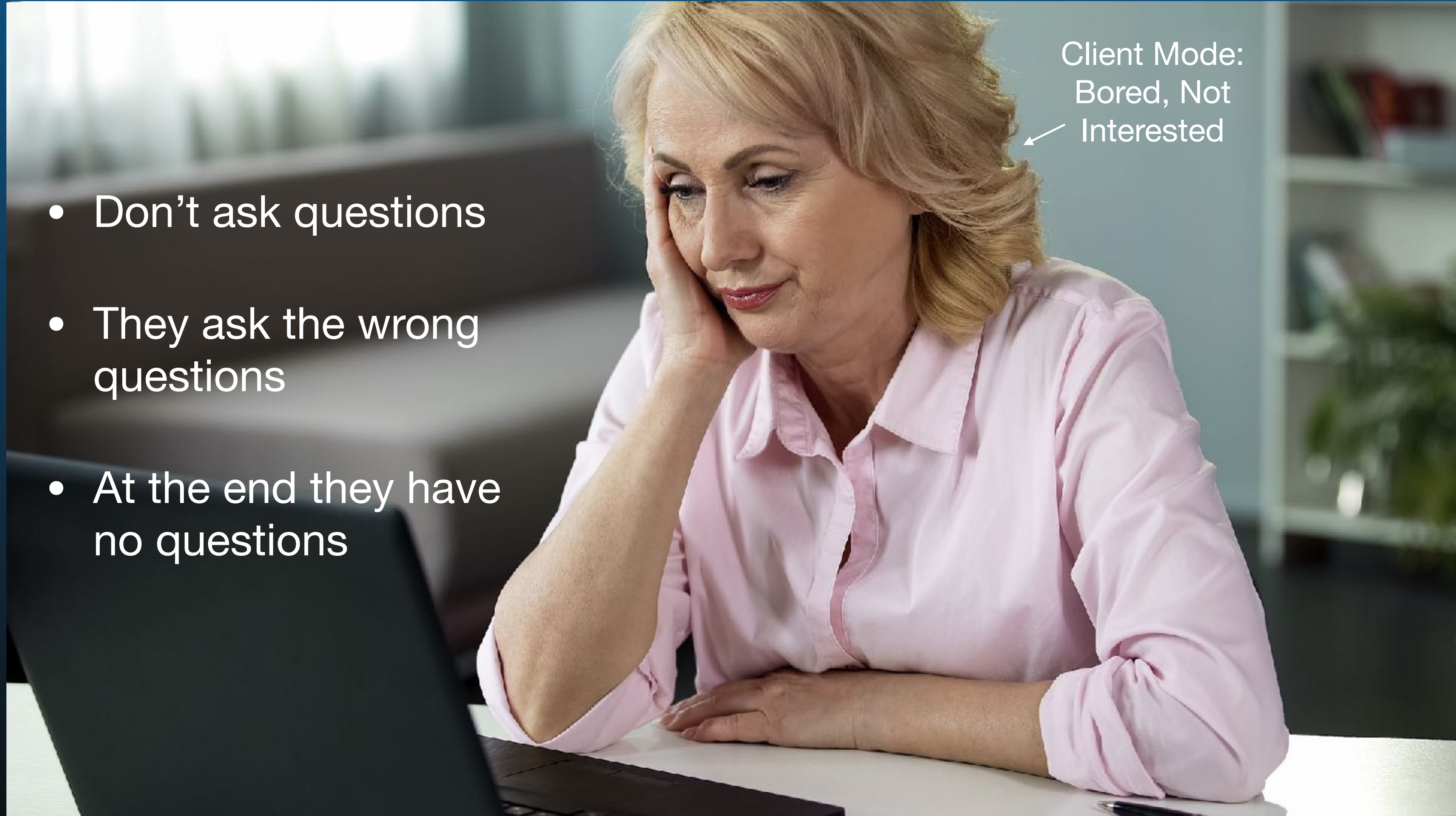
<i>3</i> <i>minutes</i>	<i>3</i> <i>minutes</i>	<i>3</i> <i>minutes</i>	<i>3</i> <i>minutes</i>
<i>3</i> <i>minutes</i>	<i>3</i> <i>minutes</i>	<i>3</i> <i>minutes</i>	<i>3</i> <i>minutes</i>

CTA
1.5
minutes

Non-Buying Signals

- Don't ask questions
- They ask the wrong questions
- At the end they have no questions

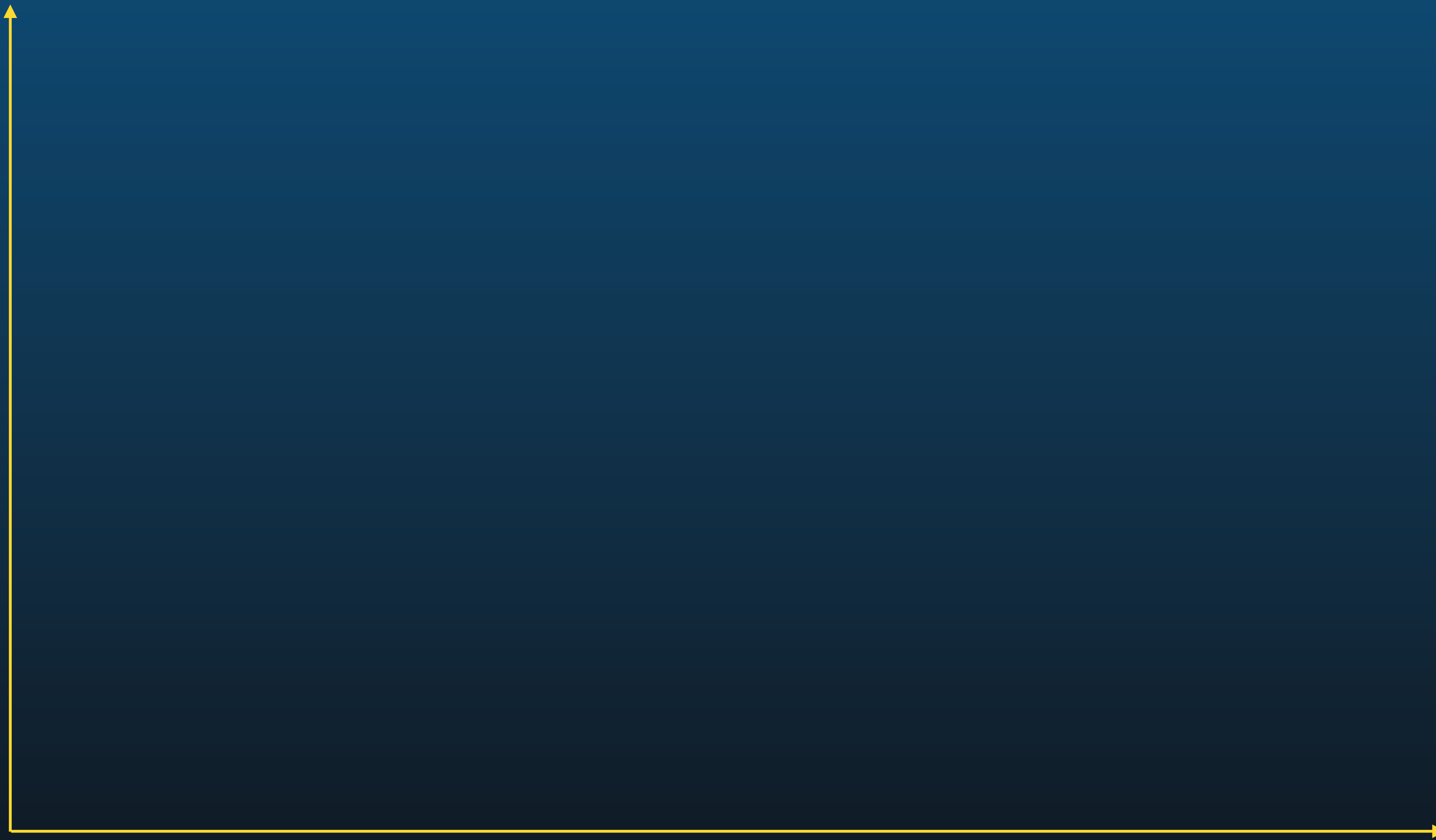
Client Mode:
Bored, Not
Interested



Brain O.S.



Holding Their Attention



Time



Plan Your Pattern Interrupts

Intro
1.5
minutes

<i>3</i> <i>minutes</i>	<i>3</i> <i>minutes</i>	<i>3</i> <i>minutes</i>	<i>3</i> <i>minutes</i>
<i>3</i> <i>minutes</i>	<i>3</i> <i>minutes</i>	<i>3</i> <i>minutes</i>	<i>3</i> <i>minutes</i>

CTA
1.5
minutes

“No Questions” Script

- You: *Do you have any questions?*
- Jane: *No, no questions.*
- You: *Jane, can I ask you a question?*
- Jane: *Sure.*
- You: *When I finish a presentation and there are no questions it's either because*
 - *I've explained this well and you **need to think about it***
 - *Or, You're **not interested**. Which is it?*

“Let Me Think About It” Script

- *You: Jane, when someone tells me “Let me think about it” it’s usually because they’re **NOT INTERESTED** or **THEY’RE INTERESTED BUT NOT SURE**. May I ask which one is it?*
- *Jane: No we’re interested, we’re just not sure at this time.*
- *You: I’m glad you’re interested. With past clients I’ve learned there **3 reasons** why they’re not sure. The first is they don’t see the product (service) as a **FIT** for your company, is that it?*
- *Jane: No, it’s what we’re looking for.*
- *You: Well then maybe there’s some **FEATURE or FUNCTIONALITY** that’s missing. Is that it?*
- *Jane: No, it has the essential features.*
- *You: Well it is a FIT and has the FEATURES you need, I’ll have to assume it’s a **Financial** issue then. Is that it?*

Remote Selling Tips

Final Comments



- 1. Small groups are more effective*
- 2. 9 - 12pm Best time for virtual meetings*
- 3. Set the expectation: Video On and Outcomes*
- 4. Define your purpose (Call-to-Action)*
- 5. Use Pattern Interrupts*
- 6. Advance the Sale - Don't Continue the Sale*
- 7. Do NOT lower your standards*

VIRTUAL SELLING DO'S AND DON'TS



VICTOR ANTONIO'S TIP SHEET

DO'S

- Have adequate lighting (i.e., face a window)
- Have adequate internet speed
- Camera position should be at eye-level
- Taking notes 'still' matters virtually
- Master screen-sharing (practice)
- Use a company mug to sip coffee, tea or water
- Wear a collared shirt (be ready for any meeting)
- Set a brief 3-point agenda upfront
- Mind your background; look pro
- Use a high quality microphone
- Use Bluetooth earbuds/hearing device (no echo)
- Ask for permission to record the session
- Offer client a copy of the recording
- Review recording for your own 'training' purposes
- Ask co-workers for feedback on audio/video quality
- Clear your screen's desktop so when you share they don't see a mess of files
- Jump on 5 minutes early to check your video/audio

DON'TS

- Do Not look like you just rolled out of bed
- Do Not eat, chew gum or guzzle beverages. If you MUST, turn off your video and mute your audio
- Do Not wear hats or t-shirts of any kind
- Do Not let your eyes wander around the room when you're not speaking. People will wonder what you're doing
- Do Not have a cluttered background; it's detracts and distracts
- Do Not have your pet with you or barking in the background
- Do Not wear pilot headset with mic; cause feedback and doesn't look pro
- Do Not show ceiling; If you can see your camera angle is off
- **Do Not get off that call without 'advancing' the sale**

CONNECT • ENGAGE • CONVINC



SalesVelocityAcademy.com

Thank You!

@VictorAntonio

