Friesen, Kaye and Associates

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The Experts in Knowledge Transfer and Workplace Performance

Virtual Selling: Running Effective Sales Meetings

Are you responsible for facilitating sales or customer meetings online using platforms such as: WebEx, Adobe Connect, Microsoft Teams, Zoom, etc.? FKA's popular program, Virtual Selling: Running Effective Sales Meetings is available online with a specific focus on facilitating effective virtual sales meetings. The goal of a sales meeting is to build rapport with a prospect and move the sale forward. The program identifies key differences between the online and physical meeting environments and builds on proven verbal, organizational and leadership skills for better outcomes in your virtual sales meetings. This program is a must to ensure you have the skills set to plan for, and facilitate professional, engaging, and successful virtual sales meetings.

The online program, consisting of three virtually facilitated 2-hour sessions, allows the FKA facilitator to model the effective techniques from planning through to conducting engaging, effective, and highly interactive virtual meetings. Participants will practice—using work-based content—in a "safe" environment and receive individual oral and written feedback.

Who Should Attend?

- Individuals who need to communicate and establish rapport with others through effective virtual sales meetings, including customer service and sales representatives, account managers, account executives and sales managers.

Key Benefits

1. This online version fits more easily into your work schedule.
2. Immediately apply your new skills and knowledge to your work; then talk to your facilitator about it during the next live session.
3. Build a set of Best Practices that will work for you.
4. Practice the online skills required to get the most out of your virtual meetings during one of the five online sessions and get expert feedback as you progress.
5. Receive a comprehensive manual packed with job aids, checklists and reference materials.

Post-Learning Sustainment

As a participant in an FKA program, you are entitled to complimentary Post-Learning Sustainment:

- Transfer Strategy: one-hour online, live-facilitated coaching session (2-3 weeks post program) to maximize and reinforce learning.
- One-Year Hotline: connect with our experts to discuss your learning initiatives, lessons learned, successes, challenges and best practices.

Program Objectives:

Upon successful completion of this program, you will be able to:

1. Identify the purpose and desired outcome of the client meeting.
2. Plan and prepare for the virtual client meeting.
3. Create rapport and empathy with clients in a virtual environment.
4. Apply a sales process that identifies client needs that integrates into your existing Value Proposition and Sales Model.
5. Develop probing questions to uncover needs and advance and/or close the sale.
6. Demonstrate how to effectively handle client objections, indifference, and skepticism.
7. Identify "buying-signals".
8. Ask for the business and close the sale.
9. Practice closing the business using work-based scenarios.

Agenda

Session One:

- Program Overview
- Planning and Preparing for the sales meeting
    - Identify the purpose and desired outcome
    - Describing the client profile
    - Prepare questions to identify opportunities to position products and services
    - Creating appropriate rapport in the virtual and face to face environments
- Practice opening the sales call/sales meeting
    - Similarities and differences in the virtual versus face-to-face environments
- Collaboration and summary of *Best Practices* from Session One

Session Two:

- Recognizing when to apply Value Proposition and Empowerment Principles in the sales call
- Identifying what steps and where you are in the sales model
- Identifying and handling client objections, indifference, and skepticism during the sales call
- Practice handling client behaviors
- Collaboration and summary of *Best Practices* from Session Two

Session 3:

- Identifying buying signals
- Earning the *"Right to Close*" the business
- Identifying and practicing asking for and closing the business
- Individual action planning to be successful
    - What do I need to do to:
        - Close the business
        - Increase sales
- Wrap-up