



# Winning Enterprise Sales Using Remote Selling

Virtual instructor led training to Equip sales team with cutting-edge knowledge | skills | attitude to succeed in Post-Covid19 World



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## The Premise

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The biggest challenge for sales teams, is doing sales remotely

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The covid19 has changed the way business is conducted across the world. What worked earlier may not give the similar results in future. This applies to the way seller engage with the buyers.

There is an urgent need for salespeople to migrate to new way of selling and that is distance or remote selling. Remote selling is becoming a new normal and sales teams must acquire new tools | skills | attitude to succeed in this fast-changing environment.

The GrowthAspire Virtual Instructor Led Training Program is exactly designed to help sales team acquire these cutting-edge tools | skills | attitude to become effective quickly and start succeeding in remote selling

## Key Benefits of the Workshop

- ✓ Sales team becomes effective quickly in the remote way of selling
- ✓ Adopt to new tools, templates, and technique for lead generation
- ✓ Seamlessly migrate to remote selling and start becoming productive
- ✓ Exploring different ways to engage and add value to customer
- ✓ To become Smarter and Accelerate success
- ✓ Demonstrate the agility in reaching to wider customer base and build trust and authority by leading with value

## Target Audience

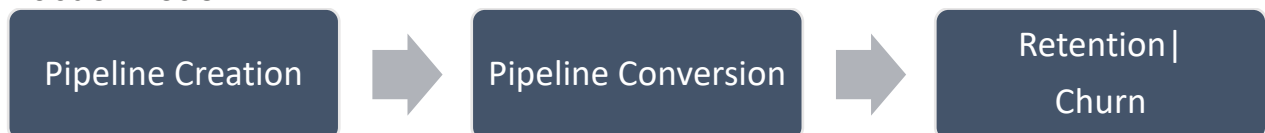
- The sales leadership team
- Revenue Heads
- Sales and Presales team
- Service team

*GrowthAspire approach to building effectiveness in sales team with the cutting-edge Tools, Skills, and attitude in remote selling environment*

## The Premise

### Enabling Enterprise Sales Team to Succeed in Post-COVID-19 world with Cutting-Edge Knowledge | Skills | Tools

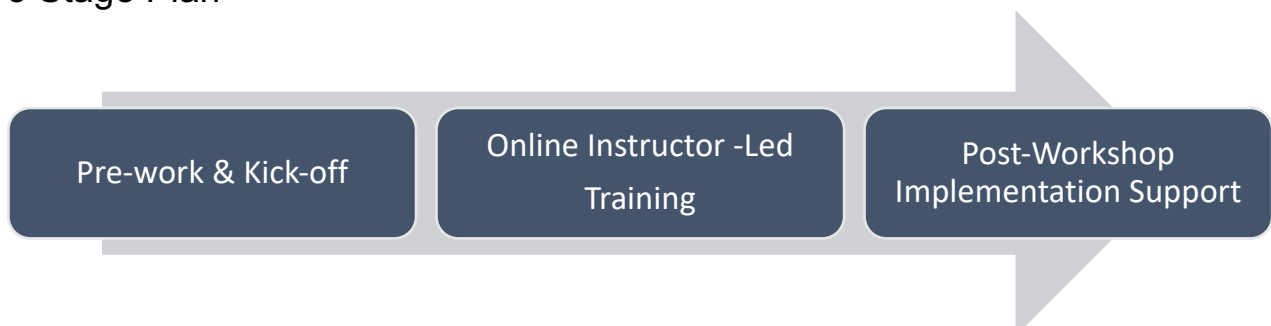
Focus Areas:



The Objectives of the Workshop

- ✓ Generate business from the new accounts
- ✓ Develop social selling using LinkedIn for prospecting
- ✓ Explore more opportunities in an enquiry
- ✓ Improve remote communication effectiveness
  - Active Listening,
  - Understanding,
  - Body language | Voice Tone
- ✓ Demonstrating and presenting using the video conferencing
- ✓ Sales Funnel Management to improve the forecasting accuracy
- ✓ Adapting to the new normal i.e.,
  - Developing the etiquette of e-mail, tele-phone, video
  - How to be more productive with latest schedule management
  - Increasing the effectiveness during the call.

3 Stage Plan



- Pre-work & Kick-Off
- Creating the course (Virtual Instructor Led Training Program) with pre and post work assignments
- Post workshop implementation support for 3 months

## The prework and kick off

We believe an initiative of this nature requires strong pre-work. The pre-work sets the stage for participants to learning curve. We propose 3 stages in pre-work.

### Assessment

A current Lead Gen | Sales | Technology assessment to gain understanding of current situation and improvement scope areas. Details insights will be shared to stake-holders after completing assessment

### Goal setting

Team will be motivated when the outcomes are set at the beginning. We suggest all the team members to prepare 90-day goal setting to orient their learnings towards the outcome.

### Project Kick-off

One Hour kick off session to set the expectation, the methodology and schedule of the development initiative  
Pre training activity for the first session

## Content:

8 Core Modules and 18 Lessons- Delivered over 8 Interactive Sessions of (75-90 minutes each)

### Module 1: Getting to know changing world of buyers

Lesson1: Introduction to Remote Selling What is changing in market and what remote selling is key
Lesson2: Understanding new buying process Adapting to new world of enterprise selling
Lesson3: The Skills   Tools   Attitude required for remote selling The key skills to be acquired The tools that will be helpful to understand buyer situations

## Module 2: Building the Target Market

Lesson1: Prospecting in the new world? Prospecting - a gateway to reach new buyers What is key strategy to adopt for prospecting
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Lesson2: Building your prospect map Introduction the 4 part prospecting blueprint Building the foundation - Identifying niche   USP Developing the prospect profile Capturing the Prospect Pains   Goals   Challenges   Vision
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## Module 3: LinkedIn Optimization & Building the Database

Lesson1: How to leverage LinkedIn The key benefits of being on LinkedIn 4 steps to improve your profile to get prospect How to make your profile communicate to prospects
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Lesson2: Building the database of prospects Finding your prospects on LinkedIn Building the database of prospects How to connect to them with initial message
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## Module 4: Leading with Value

Lesson1: Understanding buyer universe What is Active vs Latent buyers Characteristics of the prospects - 4 Levels of buyers How to target the latent buyers vs ready buyers
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Lesson2: How to lead with value What is value and why leading value is key? How to build trust and authority in-front of buyers? How to leverage content to share value
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Lesson3: Creating TOMA and Sharing value 1. What are the types of contents 2. How to sources different types of contents 3. What is magnetic content & developing same 4. How to come up with magnetic content to help buyers
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## **Module 5: Multi-Modal Messaging**

Lesson1: Creating your campaigns

1. How to plan prospecting for long term
2. What 3 platforms to choose for your prospecting
3. Creating your campaign types

Lesson2: Messaging Blueprint for LinkedIn E-mail

1. Your first LinkedIn Blueprint campaign
2. How to create blueprint for E-mail
3. Campaign tracking Sheet

Lesson3: How to use telephone for appointments

1. How telephone is still useful
2. Your initial appointment conversation with prospect
3. What you must do vs not do in first call

## **Module 6: Diagnosing the buyer situation**

Lesson1: Building rapport with buyers

1. What gets your buyer attention
2. How to build initial rapport
3. Handling common prospecting objection

Lesson2: Diagnosing the situation

1. Ask initial set of questions to understand buyers
2. Practicing of active listening skills to build trust with buyer

## **Module 7: Making impactful presentation in remote environment**

Lesson1: What is difference in remote vs f2f presentation

1. Why remote presentation is different ?
2. How to get buyer attention using 8 brain triggers
3. Structuring your presentation to connect to audience

Lesson2: Checklist for making impactful presentation

1. A proven template that can be used across situations
2. How to become familiar with technology
3. What are the best tools for presentations
4. How to overcome common objections and close sales faster

## **Module 8: Overcoming sales objections in remote environment**

Lesson1:How to handle objections

1. The types of prospecting objections to overcome
2. Identifying the common objections in your business
3. Advanced NLP tools & processes to manage objections.

Lesson2: Having ready scripts for common sales objections

1. Proven FFF & Probing techniques to handle sales objections
2. Role plays and practicing the objection handling
3. Having ready scripts to overcome common objections to close sales faster

## **Module 9: Overcoming price resistance | closing sales**

Lesson1: Handling negotiation in remote selling

1. What are the common price resistance challenges
2. Understanding the core skill of negotiation in remote environment
3. Overcoming price resistance challenges with key negotiation tolls.

Lesson2: Closing sales faster

1. How to identify the key factor for clients to take action
2. What persuasive words to be used to make buyer close sales
3. Proven closing techniques for sales closure that can be used over e-mail | telephone

## **Module 10: Individual action plan for success**

Developing a high-performance mindset

What it takes to become the TOP 1% salespeople

Productivity improvements salespeople must adopt in new world

Creating a 100 days goal plan for success

PS: The exact modules and topics to be covered for your sales team will be decided during our call. We will jointly identify the relevant modules that are required for your business type and situation. Program's will be delivered for minimum 5 to maximum 8 module

## **Proven Tools, Templates, Scripts You Will Receive**



1. Target Market Identification Tool	5. Top 25 Questions to diagnose customer situation	9. Template for presenting your solutions
2. Prospect Mapping Template	6. E-mail   LinkedIn   Telephone Swipe Copies	10. Magnetic Content Creation Checklist
3. LinkedIn Checklist	7. Prospect Tracking Sheet	11. Remote selling tools and technology list
3. Opening Scripts for, Email, Telephone	8. Video presentation tools	12. Goal Setting Sheet
4. Customer mapping tool		

## Delivery: Virtual Instructor Led Training Program & Coaching Classes

The program is designed to deliver over the classroom or instructor-led online. In the instructor-led online also, we have classroom-based or coaching model. The below table gives the 3 different models of delivery

Category	Instructor-Led Virtual Classroom
<b>Duration</b>	Kick off session+ 8 session+ 3 Implementation support interaction
<b>Timings   Schedule</b>	Every Alternate day- 75-90 Minute session
<b>Logistics</b>	Conducted over zoom. Laptop with Internet connectivity
<b>Post Implementation support</b>	3 coaching calls over 90 days
<b>Maximum Number of participants</b>	20 Participants per batch for effective learning

The Virtual Instructor Led Training program is ideal for the both the experienced and not so experienced and the teams spread over different geographies. With the Implementation support sessions, we hold, we ensure the teams overcome any challenges in applying the learnings in their sales situations.

## Our expertise

We have trained 10000+ sales people over 20+ industries



- QodeNext Technologies
- Markss Infotech
- ACG – Inspection team
- 75F

## Why choose us,

Backed by 75+ Man Years of Experience in Sales Training, Consulting and Coaching



**Krishna G, Sales Trainer, Coach,**

Passionate about helping sales team with selling skills, tools. 30+ years in Sales, Sales Delivery, Training and Coaching.  
Trained 10K+ sales professionals in 20+ different industries



**Prashanth G, Partner Performance Coach**

Enabling the sales team, leaders with coaching & marketing skills. Engineer with business excellence from Hass school of business Berkeley. 22+ of business experience in tech, education industry



**Baba Sam, Partner, Advisory Services**

Passionate about enabling the sales teams. 30 years of total work experience in Sales, Marketing and Business development. Worked in companies as Sun, Wipro, IBM

## Your Investment for the sales team development Initiative


- The investment is per batch of 20 participants
- Please get in touch with us to discuss customized investment details

**Looking for partner who can help you build sales funnel full during the COVID?**


**Just spend a few minutes to figure out how we can help you.**

**Dial: +91 9686456168 or  
send e-mail to [krishnag@growthaspire.com](mailto:krishnag@growthaspire.com)**



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