



# Winning More Sales Online

How to improve your ability to communicate in an engaging, informative, and authentic way when conducting sales appointments online.

# Introduction



Today, many of our sales meetings and conversations happen online, using Zoom, Teams or other systems.

Even after the current situation passes this will still be a popular choice for many client's first meetings and regular sales contacts.

Online meetings and communication offer considerable advantages, saving time and also increasing the ease with which first meetings are granted.

However, the medium can be difficult to master. The lack of body language, challenges in holding attention and other factors mean we have to change the way we prepare, communicate, and project ourselves.

The reality is that selling and communicating with prospects and clients online is not going away any time soon. Today's account manager, salesperson or consultant has to love, it live it and learn how to make it work in winning more sales online.

# Objectives



- How to tame all aspects of the technology and make it work for you, not against you, and selling virtually or communicating with clients online.
- Mastering the power of your voice tone, word usage and physiology to build rapport and communicate confidence, enthusiasm, and empathy.
- Using sales questioning techniques and consultative selling effectively when working online with a client.
- How to close for a second meeting and gain commitment in an online first meeting.
- How to prepare for an online sales meeting and use proven techniques to manage online prospect meetings effectively
- Designing slides and online presentation techniques to increase engagement and interest, with online presentation examples.

# Objectives

- How to stop being boring and hold people's attention in online meetings.
- The correct way to structure an online meeting, how to make a great first impression and a memorable last impression.
- How best to write clear accurate and persuasive sales emails content and copy.

- Examples of writing emails to generate leads and appointments.
- Making best use of LinkedIn and other social media platforms to build and keep in touch with your prospect base.
- Ten easy email marketing tips for increased engagement and interest generation.
- Identify the most common unforced errors or mistakes when working online or selling virtually.







# Training Methodology

The format of the live training will be interactive, engaging and practical.

It will include presentation, discussion, planning and mini role-plays.

The facilitator will be Graham Phelps, a highly experienced sales expert and trainer.

# Course Outline



## Part I: Improving your online personal projection skills

### Techniques for selling online

- The five key differences from live to online sales meeting and presentations
- Three ways to set up, host or start an online sales call, presentation or event
- Getting the right equipment and environment correct

### Speak with clout

- How to change the way you speak and present for online communication
- Using questioning and listening - online techniques
- Developing your online personal projection skills for online communication

### Computer functions that you should master

- Configuring your sound and video; recommend equipment
- Whiteboard and annotation
- Interactive chat and file sharing
- Screen share functions – yours and others

### Online communication practice session

- How to be more engaging in action
- Practice session with peer feedback



## Part 2: Persuasive presenting online

### Planning and preparation for your online meeting and presentation

- The key principles of good sales presentation applied to online learning
- How to select your content for online meetings and sales presentations
- The best way to open and your online client sales meetings
- Structure, timing and preparation

### Creating engaging activities and visuals working online

- Advanced presentation and slide design principles and techniques
- Using video and prepared presentations
- Setting up and running discussions and answering questions
- Four essential sales presentations created for online use – with demonstrations

### Live online presenting in action

- How best to present the benefits of working with your business in an online presentation
- How to design and deliver a comparative advantage presentation in an online meeting
- Practice session with peer feedback

## Part 3: Consultative sales skills that work in a virtual world

### Sales strategies that work online

- Creating an “easy-yes” in the first online meeting.
- How to prepare, manage and structure a ‘discovery’ online meeting to uncover and create opportunities for cost reduction sales
- Mastering the first five minutes in an online meeting: small talk, objectives, and presenting your sales process.
- Less is more: How to talk less and create more impact through your voice tone, words and questioning skills

### Creating opportunities with advanced online questioning techniques

- Applying the three principles of consultative selling successfully in a Teams meeting
- Qualifying opportunities with limited time due to online constraints
- Demonstration and discussion of using an online structured questioning approach to create clear interest and an eager want (to move forward)
- Closing for the next step: How to convert interest to commitment

(This module includes live role-play and group analysis of a pre-recorded meeting demonstration)

### Online consultative selling practice session

- How to use sales questions online
- Practice session with peer feedback

## Part 4: Proposing and closing techniques for improved conversion, selling online

### Creating a compelling proposal for use in a 'closing' online meeting

- Re-engaging rapport from the last meeting
- Using the pyramid principle to structure your summary
- How to structure a proposal meeting when presenting a CEL or proposal
- Preparation: Structuring your presentation, involving an SDS, and more.

### How to close a sale online

- Recognising and testing buying signals
- Test closing techniques
- Language patterns that encourage a positive decision
- Asking for commitment with limited body language

### Answering common questions objections concisely

- Proven ways of answering client objections and concerns online
- How ask for commitment professionally and effectively in an online setting
- Key negotiation skills around the closing process – getting to 'yes' online

### Practice session on:

1. Presenting the CEL
2. Overcoming resistance to 50/50, 24 months and advanced deposit
3. Asking for a decision

## Part 5: Lead generation using LinkedIn

### LinkedIn: Maximising your message

- Improving your LinkedIn profile
- Posting great content and interesting articles
- Using email to build familiarity and connecting with people

### Lead generation using LinkedIn: Advanced tools, tips and techniques

- Five ways to use LinkedIn generate interest, familiarity, and appointments.
- Using video to create interest and engagement
- Advanced LinkedIn activity: Groups, events and automated sending.
- A review of third-party tools and plugins that make LinkedIn even more useful

### LinkedIn practical session

- Creating content, posting, inmails, search in action
- Practice session





# Part 6: Business writing skills for sales engagement

## Key principles

- How to improve almost any document or email to radiate competence and empathy
- Techniques for writing, editing, and proof-reading to develop great sales and marketing content
- The best way to structure any written sales proposal or selling document.
- Email etiquette – the do's and don'ts of email writing and sending.
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## Copy writing and writing to influence and persuade

- The key principles of good business writing for more impactful emails (regardless of language).
- How to write compelling sales emails for lead generation and appointment making, with over ten prepared examples.
- Writing a monthly newsletter-style email to keep in contact.
- Email marketing tools and techniques, with a collection of samples.

## Writing skills practice session

- How to be more engaging in your written communication
- Practice session with peer feedback





# Testimonials

'In my 30 years of sales, sales management and senior management positions, I've attended many, many sales trainings, frequently spending serious money to do so. This includes some big names like Brian Tracy & Les Brown. While all the presenters were stellar, Graham eclipsed all of my expectations with his enthusiastic approach, contrasted by his relaxed style when teaching / suggesting responses to client interactions.'

*Ray Jansma*

'The sessions with Graham Phelps were fantastic. The role plays even though virtually really worked well. Practicing with my teammates gave better clarity to the assignments by sharing ideas and perspective. Graham Phelps was absolutely amazing. His presentation style was engaging and effective.'

*Alecia Belt*

'All of the sales training was excellent. It gave me a starting point to develop my own strategy and also some confidence.'

*Lewis Migilore*

'Thanks Graham. Truly enjoyed learning from you and with you during the past two weeks.'

*Will Knowles*



# Brilliant

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