

**WANT TO RAISE YOUR REMOTE SELLING GAME?**

# HERE ARE OUR **TOP 10 TIPS** FOR SUCCESS:

1

## **LEARN THE DIFFERENCES BETWEEN FACE-TO-FACE AND REMOTE**

Accept that while some of your existing sales skills are relevant, you're going to need additional ones to make the most of this environment

2

## **UNDERSTAND THE TECHNOLOGY**

Make sure that you're familiar with software and hardware in advance - test out video conferencing tools, microphones, and headphones on calls with colleague

3

## **PREPARATION IS KEY**

Collect as much information from the web as possible - asking questions is good, but not if you should already know the answers...

4

## **PREPARE WITH THE 4S METHOD**

- a. Understand your customer's current **SITUATION**
- b. **SELECT** relevant objectives
- c. Choose the **SCENARIO** of the upcoming meeting
- d. Have all the **SUPPORTING** tools to hand

5

## **USE SLIDESHOWS TO STRENGTHEN YOUR MESSAGE**

Information on screen is easier to absorb than voice-only so take advantage of the fact that you have a captive audience sitting at a laptop

6

## **ACTIVELY LISTEN TO YOUR CUSTOMERS**

Give them your full, undivided attention - before you launch into your sales pitch, ensure that you've fully understood their needs

7

## **USE STORYTELLING**

Engage with your audience on a human level - emotion is a critical factor in decision making

8

## **BE FLEXIBLE**

Accept that your usual messaging might not work with customers facing new challenges. Be ready to adapt your pitch

9

## **GET CREATIVE**

A standard sales pitch email can get lost in the noise. Consider including videos, value-adding content etc.

10

## **BE PATIENT**

Don't forget that for every novice remote seller there's a novice remote buyer - give your customer time to adapt to a new way of doing business and don't be in too much a rush to close the deal