

Virtual Instructor-led SALES TRAINING WORKSHOP



Selling in a Virtual World One Day Workshop - Course Outline

This one-day virtual, instructor-led workshop, "***Selling in a Virtual World using the Track Selling System™***," will provide you with a transformative training experience on how to survive - and even thrive - in this new online selling environment. We will cover the sales cycle from prospecting to close. You'll leave this session with new ideas, new approaches, and new skills that you can apply immediately to your selling process.

Selling Today in a COVID-19 World

- What's changed for salespeople in 2020?
- In-person with a mask - what's lost wearing a mask?
- How to differentiate yourself
- Accept the need for new tools and approaches

Find new prospects (*Linkedin Sales Navigator*)

- Why LinkedIn?
- Update your profile
- Build your network
- Find the right prospects
- Help your prospects: Be of Service
- Communicate using Messages
- Automate the process
- **Bonus:** Mastering the 4 Key Elements of Your LinkedIn Profile

Build Rapport with email video (*Wistia Soapbox**)

- Address the First Buying Decision: You
- Break through the clutter
- Improve your engagement probability
- Build your relationship: replace in-person visits
- **Bonus:** How to use video emails with Soapbox

Manage your sales process (*Pipedrive CRM**)

- Leverage your time with email templates
- Include high-impact videos in your emails
- Schedule appointments
- Manage the pipeline using the seven steps
- Use dictation
- Track activities
- **Bonus:** Use video email templates to gain attention

Expand your relationships (*Zoom**)

- Why Zoom?
- Set up your Zoom account
- Control your environment
- Start your call
- Help your prospect with 1:1 calls and small group calls
- Use PowerPoint within Zoom
- **Bonus:** How to present effectively with Zoom

Telling your company and product/service story (*PowerPoint*)

- Simplify your story
- Build flexibility in your presentation (action buttons)
- Use visuals
- **Bonus:** Use advanced features of PowerPoint to wow your audience

Close the sale (*Track Selling System*)

- Ask for the order and handle objections while on still on your video call.
- Use the Partnership Agreement

*** PLEASE NOTE:** During the workshop, you will learn best-selling practices using LinkedIn and PowerPoint, both of which are accepted industry standards for prospecting and presenting.

The other three software tools – Soapbox for video emails, Pipedrive for CRM, and Zoom for online face-to-face sales calls are tools we use and are provided as examples of what can be done with similar tools. We are not selling or promoting these products; we are just using them as a way to show you what is possible in today's virtual selling world.

Even if you use other tools for these purposes, we guarantee you will gain many insights to apply to your sales toolbox.

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