

The Psychology of Virtual sales

Verbal acuity is the number 1 skill for sales people

- *Harvard Business Review*

In-person sales relies 70% on non-verbal communication. However, in a world where in-person selling is the exception salespeople will rely far more on words. What and how you say it will determine the success or failure of salespeople.

Verbal and written communication was a very important skill before, but now it has become the most critical skill.

In every interaction salespeople need to build trust by resonating with the customer, showing empathy for the customer's pain/need and add value. The salesperson will have to rely far more on the words to achieve this. Salespeople need to resonate in their communication by conveying detail, the big picture, emotions and through a structured approach. It is critical that salespeople understand how to communicate in an intelligent way through the use of appropriate techniques to address the needs of customers in a new world of selling.

A recent survey by Corporate Visions shows that few sales and marketing professionals receive adequate training on how to hold virtual compelling conversations and even fewer know how to drive the sale to conclusion.

This ground-breaking workshop will show and assist you to change the way you sell and change your success rate. Salespeople will resonate better in every interaction with the customer if they understand the communication framework and uniqueness of people as described in this document.

2interact

Virtual selling is now the new norm. It is far more challenging than the traditional approaches and requires a significant shift. A simple click of the button by the customer and their attention could be somewhere else. Knowing how to keep the customer engaged and the do's and don'ts will separate the top performing salespeople.



2interact has been training salespeople since 2006 on the psychology of sales. The framework and training are built on extensive research on how to make salespeople more successful. This has now been successfully tested in virtual sales.

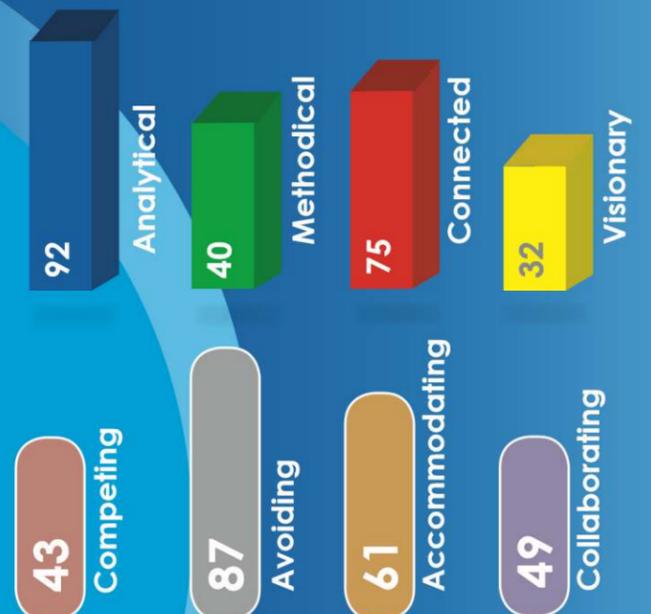
2interact's framework consists of what people communicate and how they communicate.

The Communication Styles (the what) :

- Analytical – facts and detail
- Methodical – structure and sequential
- Connected – emotions and empathy
- Visionary – big picture and new ideas

The Communication Behaviors (the how) :

- Competing – my way and directive
- Avoiding – not urgent or too little info
- Accommodating – your way and agreeing
- Collaborating – our way and give/take



We all have our own preferences in the Styles and Behaviors. My preference most probably differs from others. Over 1 million people from 91 countries have done the preference profile. Available in 6 languages.

Building trust through empathy, resonance and being an authority in your field.

The most critical area in virtual selling is keeping the customer engaged. Your techniques, approach and message in this virtual environment will determine the duration of positive attention by the customer.

In a virtual environment it is important to demonstrate empathy and understanding of the customer's situation. The training and tools will assist people to develop a deep rapport with customers.

2interact with their framework and associated tools is the first company I encountered that really understands what differentiates the top performing people and companies. Companies that work with 2interact adds a critical ability to people, the culture and the company to be successful. – *Largest global technology company*

This is what selling is all about! – *Largest global technology company*

✓ The focus of this workshop is on virtual sales and will empower salespeople to add value during every interaction.

Virtual tips, techniques, do's and don'ts will be practiced to ensure that the customer is kept engaged.

✓ The award-winning 2interact communication framework assists salespeople to understand and take into consideration the uniqueness and differences of individuals.

✓ The workshop comprises of virtual classroom sessions with practical application that is customised for your company and offerings.

✓ Each person will complete an online questionnaire to understand his/her communication styles and behaviours and how they differ from other people. During the virtual workshop practical tools will be shared to alter styles and behaviours for improved resonance with customers.



Will you please send us an email to find out more about this award-winning training? Please send us an email on info@2interact.com.

www.2interact.com