



PROVEN STRATEGIES FOR SALES SUCCESS IN A VIRTUAL WORLD

with Alice Heiman

Thursday, January 14, 2021

11 AM - 2 PM Eastern Time

\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

PROVEN STRATEGIES FOR SALES SUCCESS IN A VIRTUAL WORLD

A global pandemic has changed the way companies buy, which means you have to change the way you sell. This session will equip you with proven strategies to adapt and thrive so that you can generate qualified leads, close more deals, retain customers and get a consistent flow of referrals. Learn how top sales professionals fully leverage technology to facilitate multi-touch point connections with buyers, critical for our new world of virtual work. Learn what it takes to make a successful virtual sales call that generates results. Discover how to overcome common buyer objections due to uncertainty, cost and risk aversion. In addition to the new techniques and strategies covered, participants will be challenged to embrace the new mindset required for success in the virtual world. The goal of this session is to enable sales professionals to continue delivering outstanding value for their customers while achieving even greater career success.

ALICE HEIMAN

According to Forbes.com, Alice Heiman is among the world's leading experts on the complex sale. Heiman and her team incorporate the newest research and best practices to provide sales programs that generate immediate and sustainable results profitably. Alice Heiman, LLC is a leading sales consultancy which helps its clients find new business and grow existing accounts.

TOPICS COVERED

THE MINDSET FOR VIRTUAL SALES

WHAT MINDSET IS NEEDED?
HOW DO WE GET IT?
HOW DO WE KEEP IT?

WHAT IS DIFFERENT IN THIS ENVIRONMENT?

PRESSURE
RISK AVERSION DUE TO UNCERTAINTY
BUYER BEHAVIOR
LACK OF ENGAGEMENT
INABILITY TO MAKE A DECISION
TOOLS AND TECHNOLOGY

HOW DO WE BECOME GREAT VIRTUAL SELLERS?

RELIEVE THE PRESSURE
REDUCE PERCEIVED RISK
UNDERSTAND A DAY IN THE LIFE OF A BUYER
INCREASE ENGAGEMENT BY BROADENING YOUR BASE OF INFLUENCE
LEAD THE DECISION MAKING PROCESS
MASTER THE TOOLS AND TECHNOLOGY

FOR REGISTRATION PLEASE CONTACT: **Spiro Serpanos** - IMS Regional Director - Washington-D.C.
Phone: **+1 (202) 367-6226** Email: **wadc@ims-online.com** Website:
<https://ims-online.com/leadership-development/Washington-D.C./27>