



## 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

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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

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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

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## 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

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