



Developing Virtual Selling Skills

Details

Duration: 1 Day

Online

12 April 2021

5 August 2021

20 September 2021

Time: 9.30 am– 5.00 pm

Cost:

Ibec member: €385

Non-member rate: €425

Programme Overview:

COVID-19 and the subsequent pandemic economy has created a number of skills gaps for organisations and employees to urgently address. A core and everyday skill necessary for business continuity and growth has become virtual selling skills. This programme is designed to provide a comprehensive grounding in selling and through the medium of virtual communication. Participants will gain the necessary practical skills to sell confidently and effectively in this new normal, and visible improvements in effective sales communication will be immediately evident.

Programme Outcomes:

On completion of this programme participants will be able to

- Optimise their home or office set up for best-in-class virtual presentation and selling
- Deliver their sales pitches and conversations confidently and effectively through the virtual medium
- Engage their clients and gain the trust and commitment that can be difficult to achieve away from the traditional face-to-face setting
- Immediately stand out from the competition with outstanding virtual presentation and selling skills

Approach:

The approach of this workshop will be highly interactive and practical. All skills and techniques will be demonstrated and participants will have the opportunity to practice their skills and receive feedback on their style and impact. A flexible approach will be used throughout and priority will be given to the interests and learning of the group.

Who Should Attend?

This programme is suitable for anyone who wants to radically improve the quality and effectiveness of their sales pitches and conversations in the virtual setting. In particular it is suitable for Sales Representatives, Sales Managers, Business Development Managers, Sales Training Teams, Sales Directors, and those involved in the development of annual training plans within sales organisations.



Programme Schedule:

Virtual Basics

- Technical set up
- Physical set up
- Best practice (and why)

Physical Selling Skills

- Eye contact
- Volume
- Body language

Content Creation and Delivery

- Organising sales messages for optimum impact
- Handling questions and queries
- Gaining commitment
- Selling 1:1 and to groups
- Putting it all together

Contact:

For further information,
please contact
Raquel de la Pena
t: 01 605 1667
e: raquel.delapena@ibec.ie