



REMOTE SELLING

SECTION 2 BUILDING A REMOTE SALES STRATEGY

Lesson 4: Optimizing Your Virtual Workspace for Success

- ☐ 1. Step 1: Set aside a specific area as your dedicated workspace.
- ☐ 2. Step 2: Organize and declutter your virtual workspace.
- ☐ 3. Step 3: Ensure proper lighting for clear communication.
- ☐ 4. Step 4: Consider investing in ergonomic furniture.
- ☐ 5. Step 5: Optimize your internet connectivity.
- ☐ 6. Step 6: Minimize distractions in your workspace.
- ☐ 7. Step 7: Customize your background to maintain professionalism.
- ☐ 8. Step 8: Implement productivity tools to enhance workflow.
- ☐ 9. Step 9: Incorporate personal touches to create a positive environment.
- ☐ 10. Step 10: Regularly evaluate and adjust your workspace.

Lesson 5: Defining Online Buyer Persona - Ideal Clients vs Dream Clients

- ☐ 1. Research your target market and gather insights.
- ☐ 2. Identify the demographics of your ideal customer.
- ☐ 3. Understand how your ideal customer interacts with your product or service.
- ☐ 4. Determine the goals and challenges of your ideal customer.



- ☐ **5.** Create a persona that represents your ideal customer.
- ☐ **6.** Differentiate between your ideal clients and dream clients.
- ☐ **7.** Analyze your existing customer base to identify patterns.
- ☐ **8.** Create a profile of your dream client based on their behavior and characteristics.
- ☐ **9.** Utilize LinkedIn and cold emailing strategies to reach out to ideal and dream clients.
- ☐ **10.** Continuously refine and adapt your buyer persona to meet changing needs.

Lesson 6: Developing a Remote Sales Funnel & Process

- ☐ **1.** Step 1: Define your target audience and buyer persona.
- ☐ **2.** Step 2: Define your sales stages.
- ☐ **3.** Step 3: Map out your sales funnel.
- ☐ **4.** Step 4: Set goals for each stage of your sales funnel.
- ☐ **5.** Step 5: Create a follow-up plan tailored to each stage.
- ☐ **6.** Step 6: Test and refine your sales process.

Lesson 7: Creating a Pre-Call Plan: Research & Preparation

- ☐ **1.** Step 1: Research your prospect before the call.
- ☐ **2.** Step 2: Set objectives for the call.
- ☐ **3.** Step 3: Prepare a list of questions to ask the prospect.
- ☐ **4.** Step 4: Anticipate objections and prepare responses.
- ☐ **5.** Step 5: Practice your pitch and delivery.



Lesson 8: Setting Clear Goals for Each Sales Interaction

- ☐ 1. Step 1: Identify your objective for the sales interaction.
- ☐ 2. Step 2: Determine your desired outcome.
- ☐ 3. Step 3: Develop a plan of action to achieve your desired outcome.
- ☐ 4. Step 4: Communicate your goals to the prospect.