



|| 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.