



## REMOTE SELLING

### Section 3: Building Trust & Rapport in the Virtual Environment

#### Lesson 9: Establishing Your Virtual Presence

- ☐ 1. Step 1: Dress professionally.
- ☐ 2. Step 2: Set up a clean and clutter-free background with proper lighting.
- ☐ 3. Step 3: Maintain good body language and eye contact.
- ☐ 4. Step 4: Be engaging and personable during the interaction.

#### Lesson 10: Developing Active Listening Skills in Remote Sales

- ☐ 1. Step 1: Give your full attention to the conversation, eliminating distractions.
- ☐ 2. Step 2: Listen for understanding, paying attention to context, tone, and body language.
- ☐ 3. Step 3: Ask open-ended questions to encourage dialogue.
- ☐ 4. Step 4: Paraphrase and summarize what the prospect has said to show understanding.
- ☐ 5. Step 5: Provide feedback, acknowledge concerns, and show empathy.



## Lesson 11: Effective Communication Techniques for Online Sales

- ☐ 1. Be clear and concise in your message.
- ☐ 2. Use visual aids to support your message without overwhelming.
- ☐ 3. Actively listen and respond thoughtfully to the prospect's comments and concerns.
- ☐ 4. Establish a clear agenda and stick to it.
- ☐ 5. Follow up promptly after the conversation with next steps or additional information.

## Lesson 12: Establishing Credibility & Trust through Social Proof

- ☐ 1. Tip 1: Use customer testimonials and reviews to showcase expertise and build trust.
- ☐ 2. Tip 2: Leverage influencer endorsements to gain credibility.
- ☐ 3. Tip 3: Showcase experience and credentials to establish authority.
- ☐ 4. Tip 4: Use case studies and success stories to demonstrate a proven track record.
- ☐ 5. Tip 5: Optimize your LinkedIn profile and company page to build credibility.



## Lesson 13: Tailoring Your Sales Pitch to the Prospect's Needs

- ☐ 1. Tip 1: Understand the prospect's pain points and challenges.
- ☐ 2. Tip 2: Use real-world stories and examples to make the pitch relatable.
- ☐ 3. Tip 3: Focus on the benefits of your solution for the prospect.
- ☐ 4. Tip 4: Address potential objections and concerns directly.
- ☐ 5. Tip 5: Customize your communication style and approach to match the prospect's preferences.

## Lesson 14: Leveraging Social Media & Digital Channels for Prospecting

- ☐ 1. Tip #1: Establish a strong online presence across various digital channels.
- ☐ 2. Tip #2: Utilize social media platforms to find potential prospects in your target market.
- ☐ 3. Tip #3: Consider running targeted ads on social media platforms.
- ☐ 4. Tip #4: Use cold email as a way to initiate contact with potential prospects.
- ☐ 5. Tip #5: Host webinars or online events to showcase your expertise and attract prospects.
- ☐ 6. Tip #6: Leverage video content to capture your prospects' attention and engage them.
- ☐ 7. Tip #7: Utilize AI-powered tools for prospecting and lead generation.



## Lesson 15: Leveraging Video or Audio Messaging & Voicemails for Impact

- ☐ 1. Tip #1: Use video messaging to personalize your outreach and make a strong first impression.
- ☐ 2. Tip #2: Utilize audio messaging to connect with prospects on-the-go.
- ☐ 3. Tip #3: Leverage voicemail to leave a memorable impression and increase response rates.
- ☐ 4. Tip #4: Keep videos, audio messages, and voicemails short and to the point.
- ☐ 5. Tip #5: Practice and rehearse your messages before recording them.
- ☐ 6. Tip #6: Use video and audio messaging strategically as part of a larger sales strategy.