

Tips to Succeed at Virtual Selling

Effectively navigating a hybrid environment means sales professionals must understand how to gauge customer needs and rapidly adapt their selling style. Here's how buyer behaviors and virtual selling have transformed and practical tips for optimizing virtual sales performance.

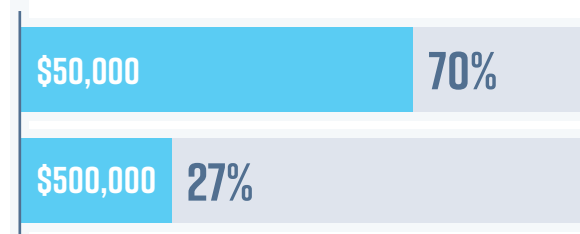
B2B SALES NEEDS A DIGITAL-FIRST APPROACH



~70-80% of B2B decision makers prefer remote human interactions or digital self-service¹

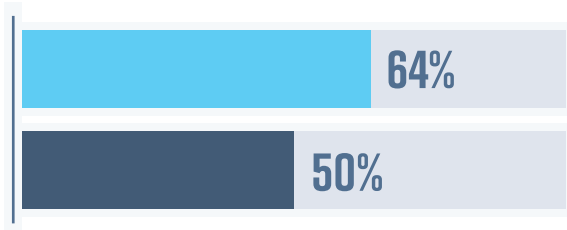


8 OUT OF 10 prospects want to talk to sales reps via email over any other medium²



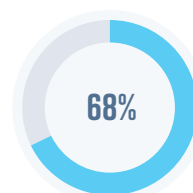
70% of B2B decision makers say they are open to making new, fully self-serve or remote purchases in excess of \$50,000³ and 27% would spend more than \$500,000⁴

VIRTUAL SELLING IS HERE TO STAY

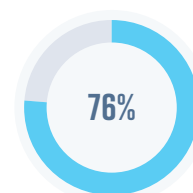


64% of sales leaders who invested in remote selling met or exceeded revenue targets in 2020 compared to 50% of the leaders who did not make the transition

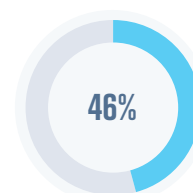
Of sales leaders,



68% are implementing a hybrid or fully remote sales model⁵



76% report remote engagement is effective in reaching new customers⁶



46% say their go-to-market sales model will 'very likely' sustain over the next 12+ months

TIP 1: KNOW YOUR VIRTUAL AND IN-PERSON TRADE-OFFS

Choosing the right scenario depends on what you're trying to accomplish. Consider what is efficient and what is effective

IN-PERSON	CONSIDERATION	VIRTUAL
Higher	Deal Value	Lower
Developing	Relationship	Established
Hours or Days	Travel	None
Strategic	Reason	Tactical
Multi-year	Engagement	Transactional

TIP 2: OVERCOME VIRTUAL OBSTACLES



Have a stable internet connection or call in using your phone



Use a headset or dial in with your phone for quality sound



Get a light or sit by a window to eliminate bad lighting



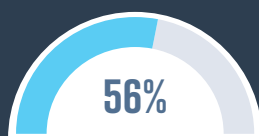
Organize your background or use a static image



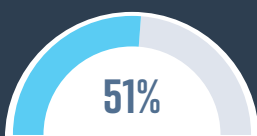
Close apps and set "do not disturb" to eliminate distractions

TIP 3: BUILD TRUST VIRTUALLY

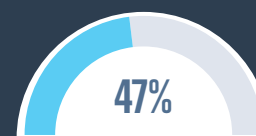
Buyers "Strongly Agree" that they're more likely to consider a brand when a sales professional:



56% Demonstrates a clear understanding of our business needs



51% Has a clear understanding of my role in the decision-making process



47% Provides personalized communication

TIP 4: BE A PRO

Pre-meeting

- Prep your environment
- Set a realistic agenda 1/3 less than in person
- Confirm conferencing software
- Pregame with your team to establish speaking roles

During the meeting

- Have the right mindset – show up as if you were in person
- Login early for tech readiness
- Turn video on – even if they don't
- Turn off distractions

Post-meeting

- Send recap email and next steps
- Ask for feedback
- Keep your routine



35-50% of sales go to the vendor that responds first⁸

References:

^{1,3,4,6} <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/these-eight-charts-show-how-covid-19-has-changed-b2b-sales-forever>

² <https://blog.hubspot.com/sales/prospecting-stats>

³ https://www.hubspot.com/sales-enablement-report?utm_campaign=Sell-smarter-grow-better&utm_source=blog&utm_medium=anchor-text

⁷ https://www2.deloitte.com/content/dam/Deloitte/be/Documents/monitor-deloitte/Deloitte%20Belgium_Virtual%20Sales%20amid%20COVID-19%20and%20after.pdf

⁸ <https://blog.hubspot.com/sales/sales-statistics>