

READYSET VIRTUAL SELLING TRAINING

Curriculum Overview

This series combines skill- and application-based lessons to build effective sales competencies through eight engaging, interactive eLearning courses aimed at B2B sales professionals. Volent, num aliquid ea int laborunt occae. Et unt escilis eturem qui volupis aut eum acerae nat mo doluptatis quame doluptis ventescipus eum a

Courses		Description	Key Skills	Follow-Up Actions
Course 1	Shifting Your Mindset	<p>Learn the importance of reframing the virtual sales engagement mindset from “Selling Virtually” to “Helping the Customer Solve Challenges in a Virtual Environment.”</p> <p>10-minute Storyline course, including a 2-minute animation that explains the important distinction between “selling” and “helping someone buy.”</p>	<ul style="list-style-type: none"> • Customer focus • Mindfulness • Self-care: managing time to maintaining your own motivation while working virtually in challenging times 	<ul style="list-style-type: none"> • Complete a self-assessment of current emotional state. • Conduct an “emotional needs analysis” for a current client
Course 2	Tailoring Your Content	<p>Discover how to overcome the challenges, and leverage the opportunities, presented in the virtual environment to make sales presentations as effective as they are in the real world (or even more so).</p> <p>10-minute Storyline course, including an animated interactive lesson that showcases why it’s important to tailor your on-screen content.</p>	<ul style="list-style-type: none"> • Planning “virtual-first” presentations that boost client engagement and knowledge retention • Graphic design 101 • Using virtual meeting tools to their fullest 	<ul style="list-style-type: none"> • Redesign a past (or planned) presentation to be more effective, based on learning in this course.

Course 3	<p>Communicating Effectively</p>	<p>Learn how to adapt your presentation style and verbal and non-verbal communication to maximize the virtual sales engagement, in the minimum amount of time.</p> <p>10-minute Storyline course, including a 5-minute live action/animation hybrid that showcases effective/ineffective communication practices. Live action video would be recorded with talent using the virtual meeting tool as if it were a recording of a sales call.</p>	<ul style="list-style-type: none"> • Verbal and non-verbal communication • Active listening • Demonstrating and deciphering effective communication in a virtual environment 	<ul style="list-style-type: none"> • Review a recording of a past presentation to identify communication strengths and areas of opportunity.
Course 4	<p>Developing Virtual Relationships</p>	<p>Many sales professionals have worked remotely for years and, as such, can offer unique insights to help their clients navigate this landscape. This course explores how to use that experience to build deep, trusting relationships with clients that go beyond simple sales.</p> <p>10-minute Storyline course, including a 5-minute live action/animation hybrid featuring the sales professional from the previous course. This video shows the sales professional building on the skills from the previous course to take the relationship with the customer to the next level.</p>	<ul style="list-style-type: none"> • Breaking down virtual walls • Empathy • Understanding and relating to others 	<ul style="list-style-type: none"> • Create an action plan for a client to reach out on a more personal level, not strictly business-focused.

Making It Real

Explore how to take relationships and deals built in the virtual world, and transition them into the real world to create long-term success for clients.

10-minute Storyline course, presented with interactive animated lessons.

- Closing the sale virtually
- Demonstrating partnership and investment in client success after the close
- Uncovering future needs
- Reflect on past proposals to identify how to better close next time.
- Revisit a client needs analysis to identify future needs and opportunities