

Counselor Selling in a Virtual Environment™



Selling virtually has become the new normal in most industries. Your salesforce now relies on remote selling tools to bridge the gap between how they are accustomed to selling and how they now need to sell. So, how do you effectively apply *The Counselor Salesperson™* (CSP) approach in the virtual environment?

Counselor Selling in a Virtual Environment™ provides those needed skills in four two-hour modules. This program can either be:

- Implemented any time after CSP program completion to build on participants' CSP selling skills
- Combined with the CSP program

Both options fully integrate with the Counselor Approach and expand salespeople's capabilities to conduct successful virtual sales calls.

Counselor Approach Model



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Program Outcomes

Connect to Buyers Virtually

Use specific actions and tools prior to and during meetings to build trust, discover needs, and present solutions.

Effectively Use Technology

Confidently select and use the right capabilities of the virtual platform to ensure an engaging meeting.

Gain Confidence in Virtual Presentations

Through effective planning and preparation, you can control your confidence levels before and during the meeting.

Master the Sources of Engagement

Use tools and techniques to actively engage buyers, ensuring they remain involved and on track at all times.

Modules: Key Learnings Are . . .

Creating and Enhancing Trust Virtually

Creating trust virtually requires the effective use of a variety of virtual communication tools and technologies prior to, during, and after sales meetings.

Discovering Information Virtually

Getting customers actively engaged is critical to effective virtual discovery. This module provides techniques to gain active customer participation, turning virtual discovery from an interrogation into a conversation.

Advocating Solutions Virtually

Effectively involving all stakeholders during the solution discussion is critical. This module focuses on techniques to master virtual presentations that draw on visual, auditory, and kinetic responses to hold buyers' attention and gain their commitment to moving forward.

Supporting Customers Virtually

The key to after-sales support is utilizing the right tool at the right time. By mixing traditional virtual tools (phone, email) with newer tools (platforms, social media, etc.), salespeople keep customers' focus on success and establish their personal brand for quality.

Your Salespeople Will Be Able to . . .

Establish rapid trust to gain engagement and commitment from customers

Virtually uncover and prioritize the buyer's personal motives and business needs

Create engaging virtual presentations; read pings, objections, or virtual hesitation signs and act accordingly

Recognize the symptoms of customer indifference faster; create an action plan for virtually supporting customers using traditional and newer virtual tools with confidence

This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities.