

AMCA



How to be a Dynamic and Successful <Virtual> Seller!

SUE HERSHKOWITZ-COORE • MAY 27, 2021 • 10:15AM - 11:15AM/CDT









Are you still doing
virtual demos,
meetings,
both,
neither?





From your
customer's
perspective, is
virtual
compelling?

Why or why not?

Fear





Build trust



Attention
during face-
to-face
meetings.

Attention
during virtual
meetings.



Attention
during face-
to-face
meetings.

94%

Attention
during virtual
meetings.



Attention
during face-
to-face
meetings.

94%

Attention
during virtual
meetings.

41%

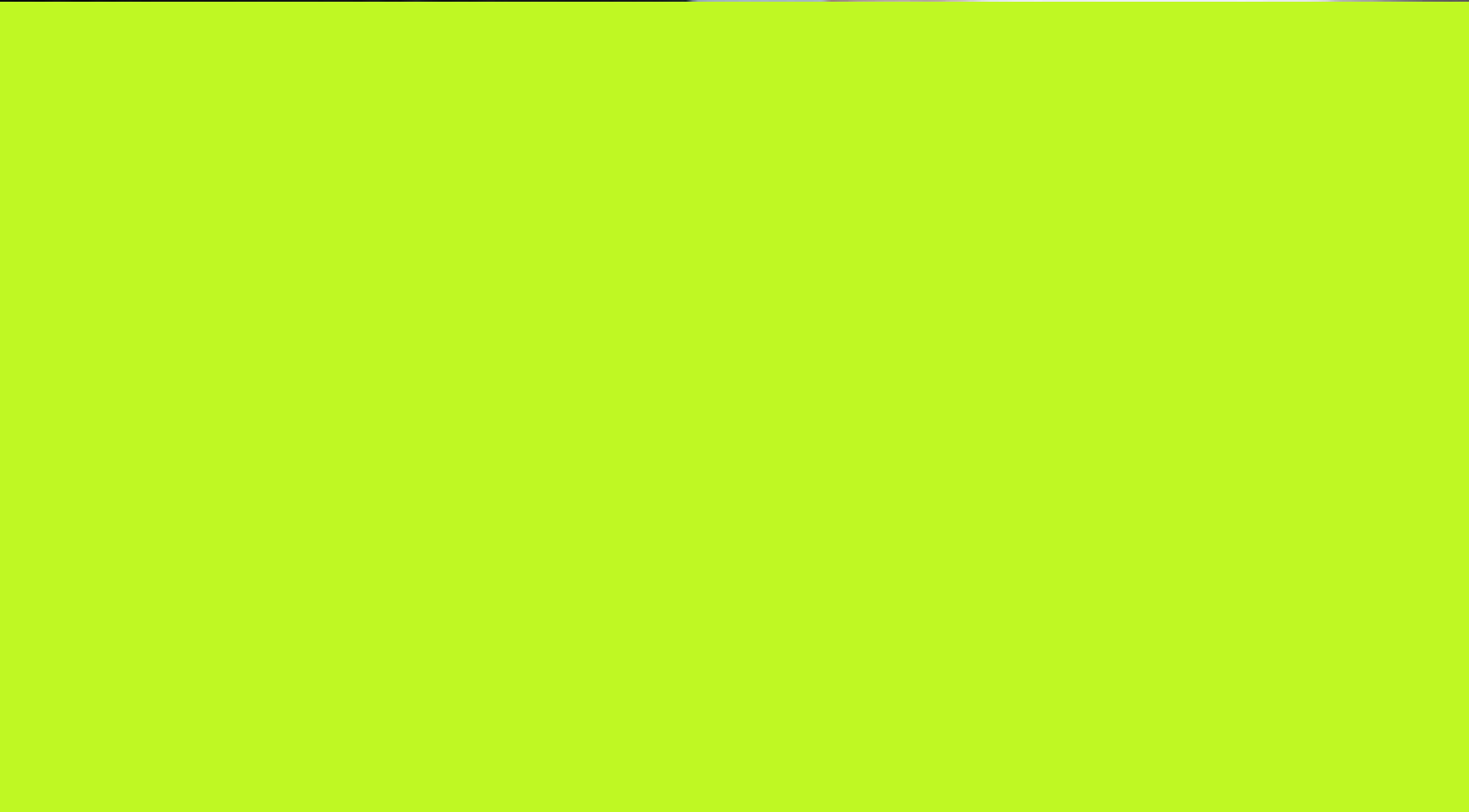


“ ___% of people admit to multitasking during meetings” FUZE

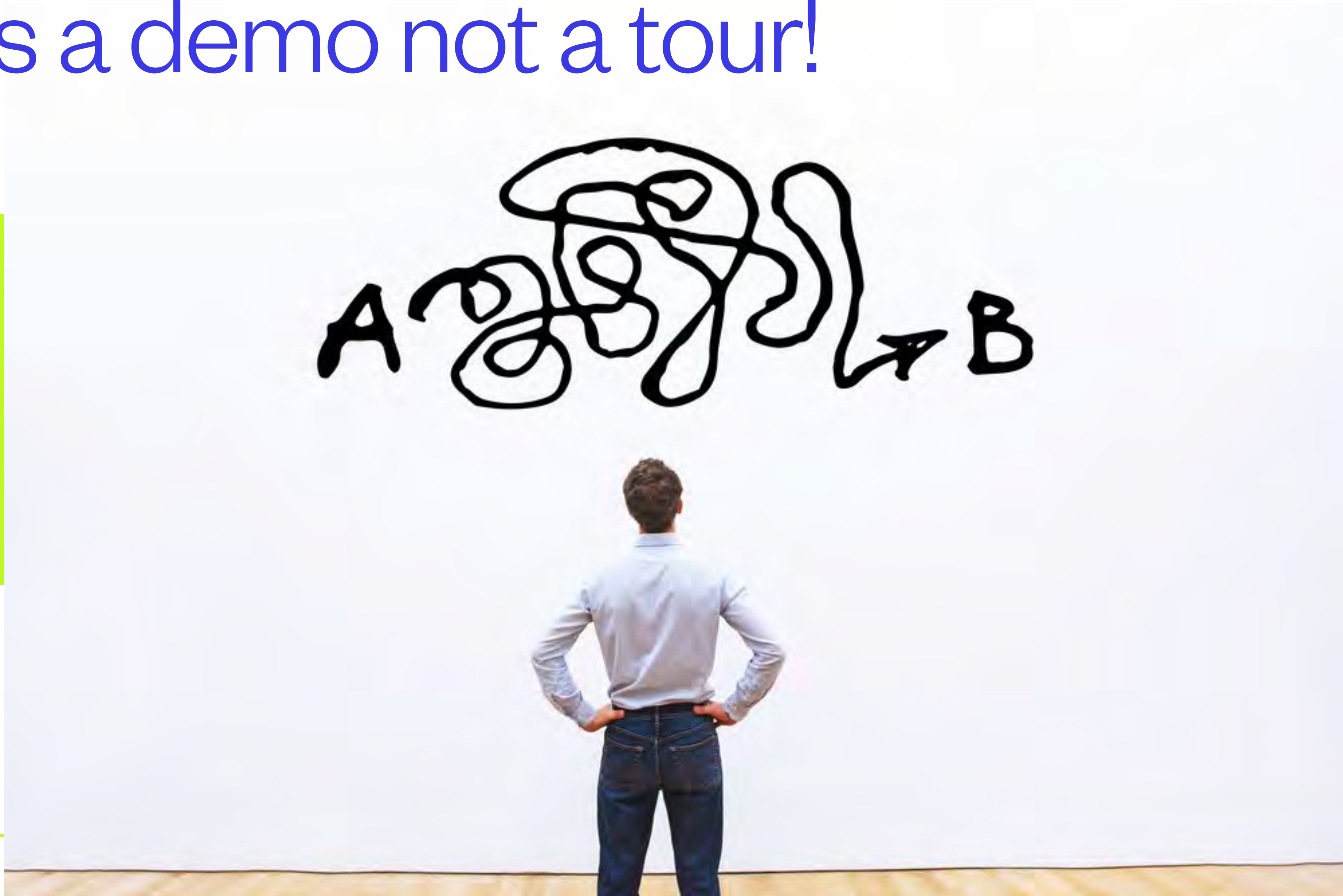
"Attendees often interpret virtual meetings as a license to multitask."
Harvard Business Review; March 2020







#1. It's a demo not a tour!





Death by DISENGAGEMENT

Reset Expectations



Avoid beginning with your agenda

Why?



Avoid beginning with your agenda



#2. Start w/ questions

- Thanks for your time today and there are so many vendors, so may I ask/I'm curious what did we do right to make the shortlist?



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- Before we get started, may I ask what about this product is particularly attractive to you?



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- Before we get started, may I ask what about this product is particularly attractive to you?
- I'm curious about why you're considering moving away from X product/manufacturer/brand. What new outcomes are you looking for?



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 - Before we get started, may I ask what about this product is particularly attractive to you?
 - I'm curious about why you're considering moving away from X product/manufacturer/brand. What new outcomes are you looking for?
 - Would it be okay if you turned your camera on so we can eyeball this together?
-





#3. Align with THEIR priorities





Am I focused on my product or the outcomes **they** need from my product?



#4. Collect “yesses”



START

Are you ready to get this demo started?



START

Are you ready to get this
demo started?

<Great! Thank you!>



START

Are you ready to get this demo started?

<Great! Thank you!>

You mentioned your #1 priority is ____, so is it okay with you/is that still a priority/did I get that right



START

Are you ready to get this demo started?

<Great! Thank you!>

You mentioned your #1 priority is ____, so is it okay with you/is that still a priority/did I get that right <Perfect> so we'll begin there and move to your other priorities



Start with the good stuff!



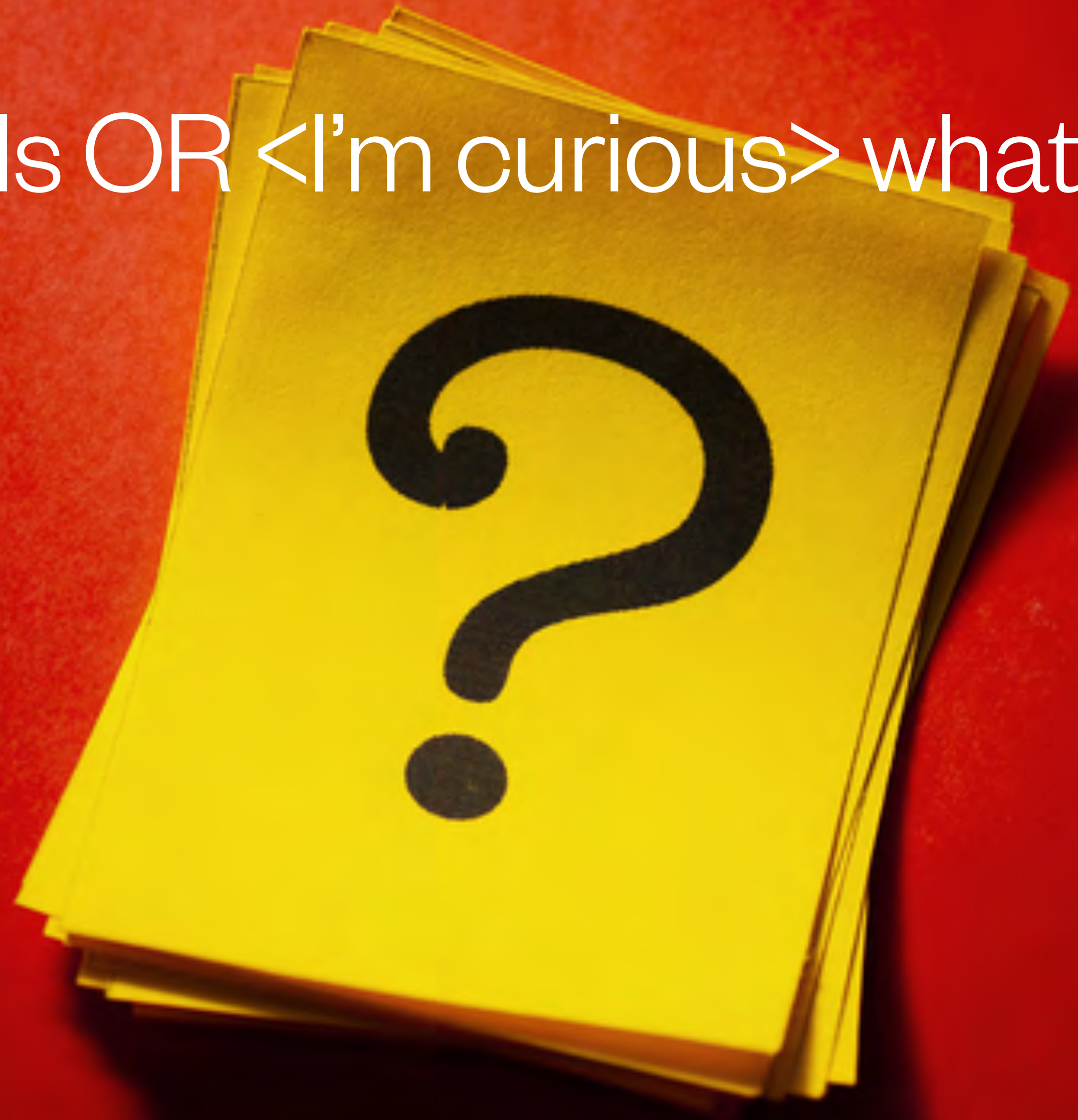


#5. Ask MORE questions!



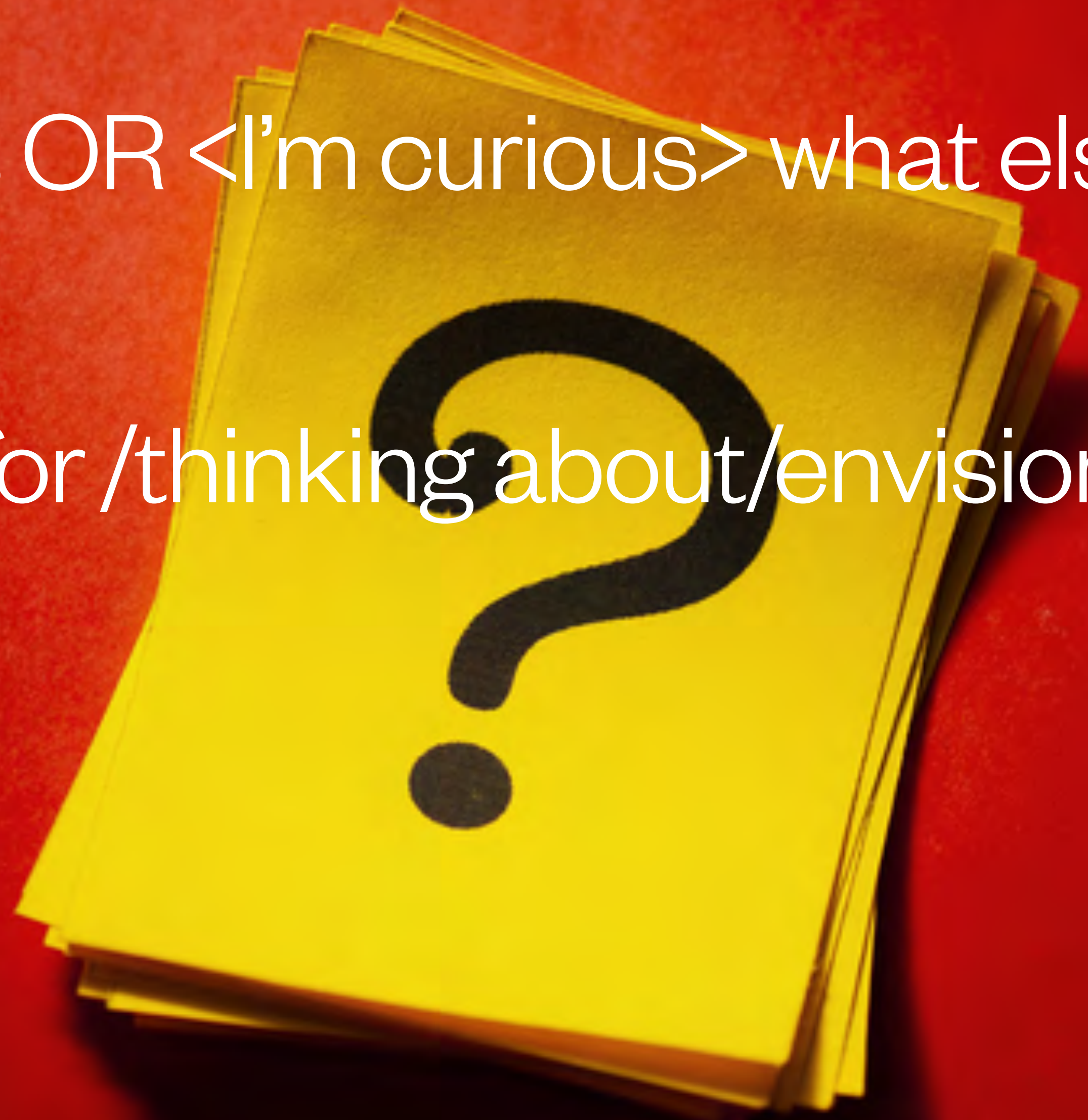
No feature dumps!

Does this meet your needs OR <I'm curious> what else is important?



Does this meet your needs OR <I'm curious> what else is important?

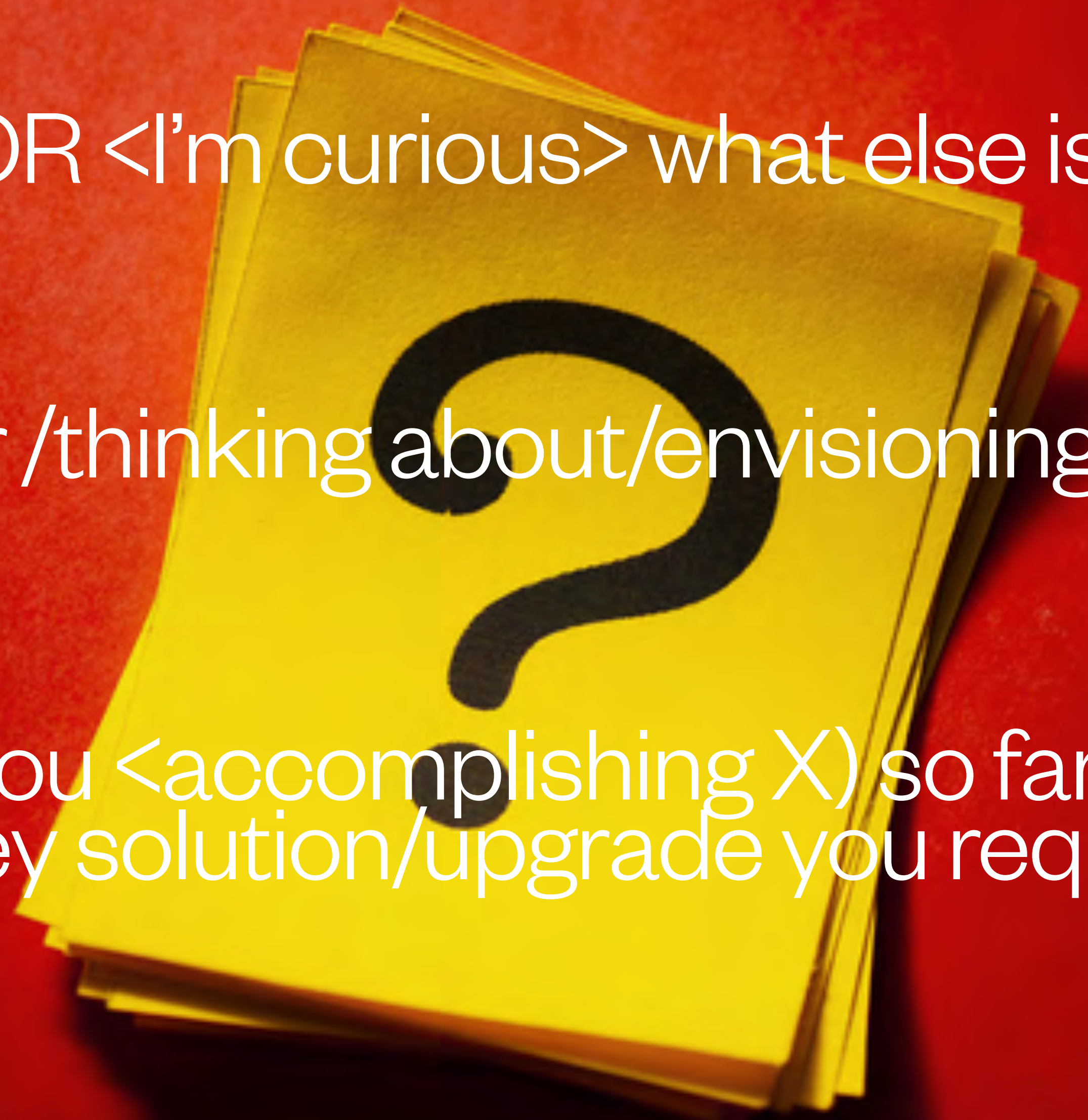
Is this what you 're looking for /thinking about/envisioning/
OR is it something else?



Does this meet your needs OR <I'm curious> what else is important?

Is this what you're looking for /thinking about/envisioning/
OR is it something else?

Do you see this working for you <accomplishing X) so far
AND can you see this as a key solution/upgrade you require?







Ask “feeling” questions

How do you feel about how this application/solution can impact project results?

How do you feel about what you’ve seen so far?



How do YOU feel so far?



#6. Ask for next step!



A hand is holding a yellow thought bubble against a red background. The thought bubble contains the text "We'll need to think about it." in blue. The hand is positioned on the right side of the bubble, holding its edge. The background is a solid, vibrant red color.

We'll need to
think about it.

Take Control!



Take Control!

Thanks so much for your transparency/being honest w/ me. May I ask which aspect you're not sure will do the job for you?





Best practices

#7. Be a host



A Samsung monitor is centered on a bright yellow background. The monitor's screen is white and displays the text 'Q&A' in a large, bold, black sans-serif font. The monitor has a black bezel. On the left side, a black connector with a grid of pins is visible. A black cable is plugged into the bottom right corner of the monitor. The Samsung logo is faintly visible at the bottom center of the bezel.

Q&A

#8. Strong visuals







Least Amount

For my presentation today, I'll
be reading the powerpoint
slides word for word.



your  cards
someecards.com

#9. Show up as the pro you are!



Make Your Face Talk!





Use humor. Maybe.

To dress or not to dress





Sensory words



Help people feel safe & smart

Take aways?







Ditch perfection,
go for connection



THANK YOU

THANK YOU

THANK YOU

Connect with
SPEAKER Sue



speakersue

Check out Sue's blog every Friday

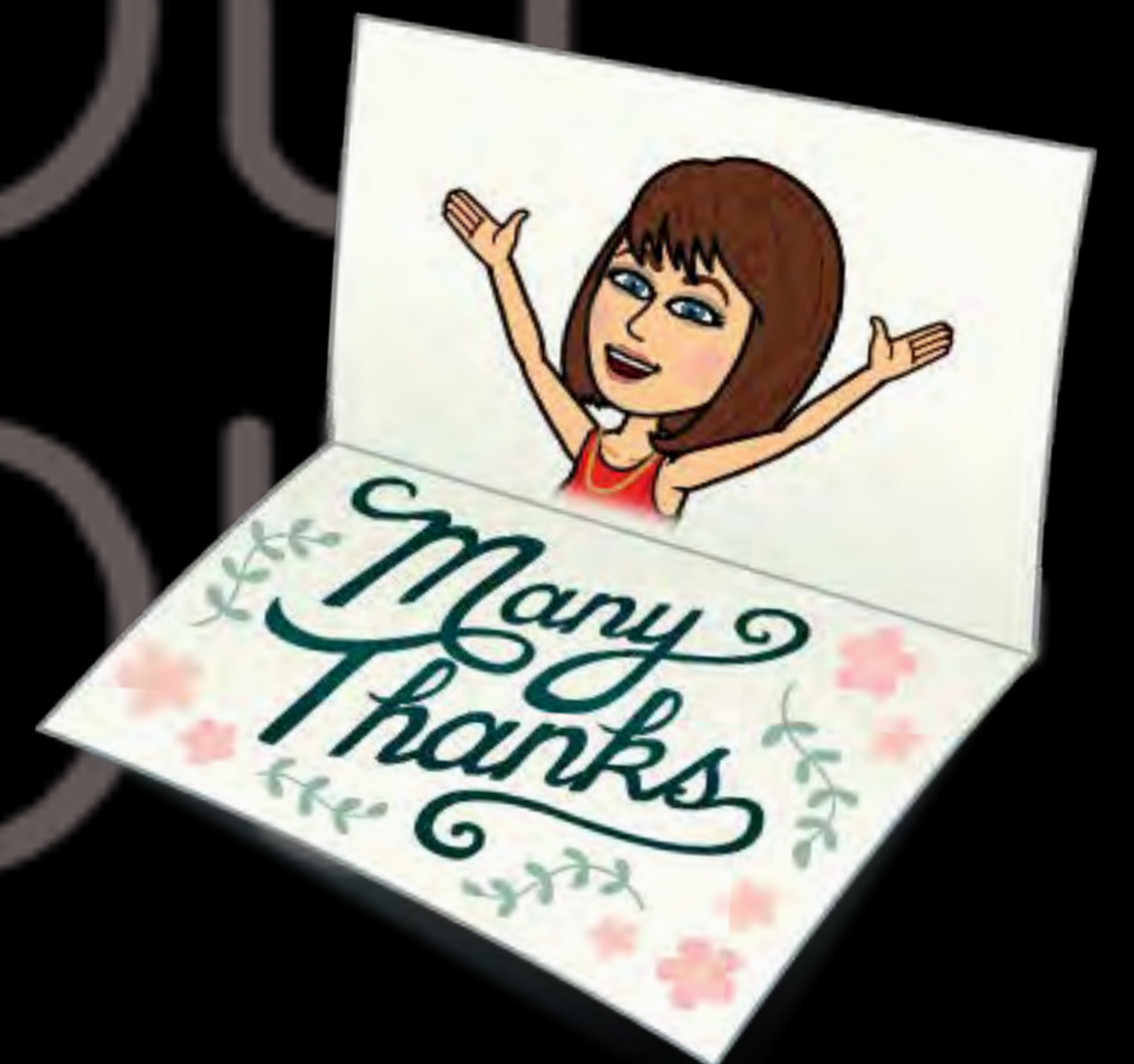


SpeakerSue



SpeakerSueHC

Visit Sue's "Email Wall of Shame"





Death by DISENGAGEMENT

Bridge the Online with Something Offline