

# VIRTUAL SELLING ESSENTIALS

POWERUP

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**CONVERTING SALES IN  
THE NEW NORMAL**





# VIRTUAL SELLING ESSENTIALS

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## OVERVIEW

The world we live in has changed tremendously in the recent months. Organizations, professionals, and entrepreneurs are overwhelmed with the challenges of the current times. This in turn has affected customer's portfolio appetite and the way they make decisions about their investment approach.

New engagement strategies and tactical virtual selling techniques are needed to connect and win over New Economy customers.

As Sales Professionals, it is natural to fall into a victim's mindset because the issues faced are no longer isolated by demographics, industry or region.

Maintaining optimism is not easy, let alone achieving sales targets.

Virtual Selling Essentials will help them find the much needed mindset, enhanced virtual selling skillsets, and the necessary actionable strategies to win deals in times like this.

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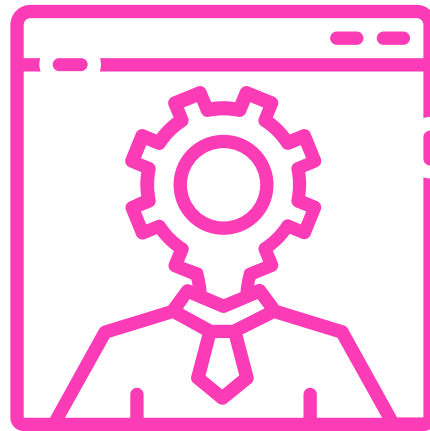
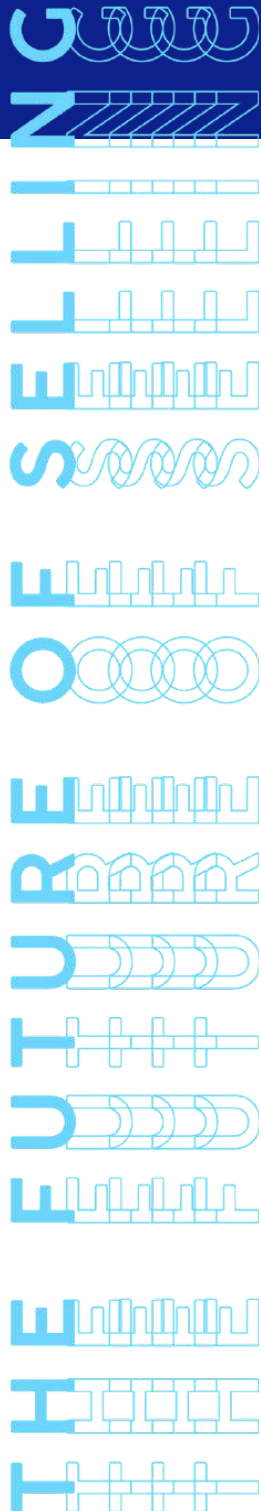
## KEY OUTCOMES (COMPETENCE)

- Renewed mindset and focus on creating opportunities via online platforms
- Utilization of omni-channel approach to generate leads
- Improved ability in presenting the Organization's value proposition using virtual tools
- Fresh strategies in engaging the customer and influencing them for results—online
- Enhanced sales skills in navigating the online sales cycle to close deals

## LEARNING OBJECTIVES

### AT THE END OF THIS PROGRAM, PARTICIPANTS WILL BE ABLE TO:

- Discover the responsive mindset perspective
- Embrace and leverage on the adaptive mindset method to create online opportunities
- Utilize new approaches to discover and harness new interests and leads
- Apply essential steps to securing online appointments
- Objectively and accurately identify what customers' current real needs are
- Articulate your organization's value proposition effectively via online platforms
- Take ownership and utilize their influence factor to increase client loyalty
- Personalize their sales approach to quicken the online buying process



## WHO SHOULD ATTEND

Trainers, Learning Specialist, Facilitators and Business Line Trainers

## METHODOLOGY & APPROACH

The above 6 hours program (3 sessions of 2 hours each over 1 week) will be challenging, thought provoking, practical, motivational, and above all, fun.

Participants will use a variety of learning tools including virtual learning, self-paced learning, games and practice with feedback.

Video recording of practice and playback will be facilitated throughout the program, when/where they are relevant.

Max size per is 10 pax.





# PROGRAM OUTLINE

SESSION INFO	DETAILS
<b>M1A</b> <b>Live Webinar #1</b> <b>TBC - Day 1</b> <b>DURATION</b> 90 MINUTES	<b>SELLING IN THE NEW NORMAL: THE BEST PRACTICE</b> <ul style="list-style-type: none"><li>• How Customers Want to be Engaged Online Today</li><li>• Selling Skills Needed to Excel in the New Normal</li><li>• Embracing the Responsive Perspective</li><li>• Winning Adaptive Mindset Method</li></ul>
<b>Group Breakout</b> <b>TBC - Day 1</b> <b>DURATION</b> 30 MINUTES	<b>GROUP DISCUSSION AND APPLICATION: SEGMENTING ONLINE CLIENTS AND OPPORTUNITIES</b>
<b>M1B</b> <b>Live Webinar #1</b> <b>TBC - Day 1</b> <b>DURATION</b> 90 MINUTES	<b>UNDERSTANDING CUSTOMER'S CURRENT REAL NEEDS</b> <ul style="list-style-type: none"><li>• Customer's Challenges vs. Needs vs. Opportunities</li><li>• What Does the Data Tell You? What Do You Need to Look For?</li><li>• Need vs. Knowledge vs. Budget</li></ul>
<b>E-Learning</b> <b>Between Day 1 &amp; 2</b> <b>DURATION</b> 60 MINUTES	<b>COURSES AND ASSIGNMENTS: CLASSIFYING AND VALIDATING CUSTOMER NEEDS</b>
<b>M2A</b> <b>Live Webinar #1</b> <b>TBC - Day 2</b> <b>DURATION</b> 90 MINUTES	<b>ONLINE LEAD GENERATION STRATEGIES</b> <ul style="list-style-type: none"><li>• Innovative Ways to Create Relevant Leads</li><li>• Nurturing and Growing Leads (using AECCG Framework)</li><li>• Activating Existing Cold Leads and Securing Online Appointments</li></ul>
<b>Group Breakout</b> <b>TBC - Day 2</b> <b>DURATION</b> 30 MINUTES	<b>GROUP DISCUSSION AND APPLICATION: AECCG BY TEAMS AND SEGMENT</b>



# PROGRAM OUTLINE

SESSION INFO	DETAILS
<b>M2B</b> <b>Live Webinar #1</b> <b>TBC - Day 2</b>  <b>DURATION</b> 90 MINUTES	<b>PRESENTING SOLUTIONS IN THE NEW NORMAL</b> <ul style="list-style-type: none"><li>• Understanding and Validating the Value Proposition by Segment</li><li>• Deliver High-Impact Sales Presentations Online</li><li>• Persuasive Story Selling with S.T.O.R.Y.</li></ul>
<b>E-Learning</b> <b>Between Day 1 &amp; 2</b>  <b>DURATION</b> 60 MINUTES	<b>COURSES AND ASSIGNMENTS: PERSONALIZING NEW ENGAGEMENT MESSAGES FOR VARIOUS ONLINE SCENARIOS</b>
<b>M3A</b> <b>Live Webinar #1</b> <b>TBC - Day 3</b>  <b>DURATION</b> 90 MINUTES	<b>INFLUENCING CLIENTS FOR RESULTS</b> <ul style="list-style-type: none"><li>• Understanding Influence and Growing your Influence Factor</li><li>• Coaching the Online Sale with the Customer</li></ul>
<b>Group Breakout</b> <b>TBC - Day 3</b>  <b>DURATION</b> 30 MINUTES	<b>GROUP DISCUSSION AND APPLICATION: REVIEWING OBJECTIONS AND IDEAL RESPONSES IN THE NEW NORMAL</b>
<b>M3B</b> <b>Live Webinar #2</b> <b>TBC - Day 3</b>  <b>DURATION</b> 90 MINUTES	<b>QUICKENING THE BUYING DECISION</b> <ul style="list-style-type: none"><li>• Personalizing Your Approach</li><li>• Getting Customers to Commit</li><li>• Asking for Referrals</li></ul>

06





# PROGRAM OUTLINE

**M4**  
Live Webinar/F2F  
Coaching Session  
TBC - Day 4

**DURATION**  
90 MINUTES

**SUCCESS AND CHALLENGES REVIEW AND LEARNING  
FOLLOW UP FOR ENHANCED APPLICATION**

**TOTAL ENGAGEMENT HOURS**  
**14 HOURS**

07

THE FUTURE  
OF SELLING



INTERESTED IN JOINING  
THE PROGRAM?

## CONTACT US



INFO@POWERUPSUCCESS.COM



+603 7960 3088



SUITE 703, BLOCK A, PHILEO  
DAMANSARA ONE, 9, JALAN 16/11,  
46350 PETALING JAYA, SELANGOR  
DARUL EHSAN, MALAYSIA

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