



RESPOND → PLAN → RETURN STRONGER

How to Succeed Selling Remotely

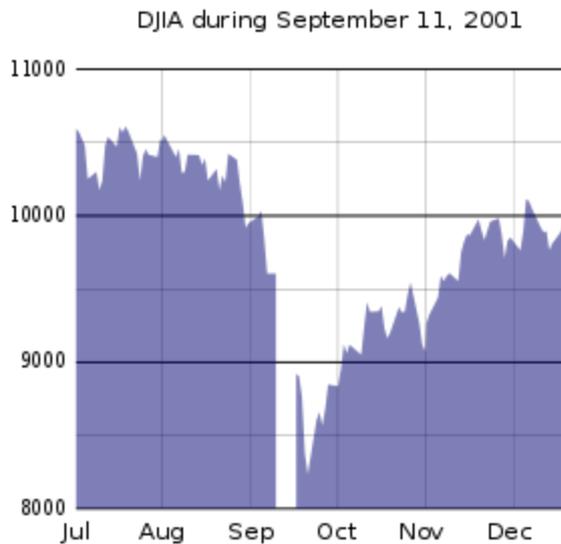
PRESENTED BY

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All Crisis Is Temporary



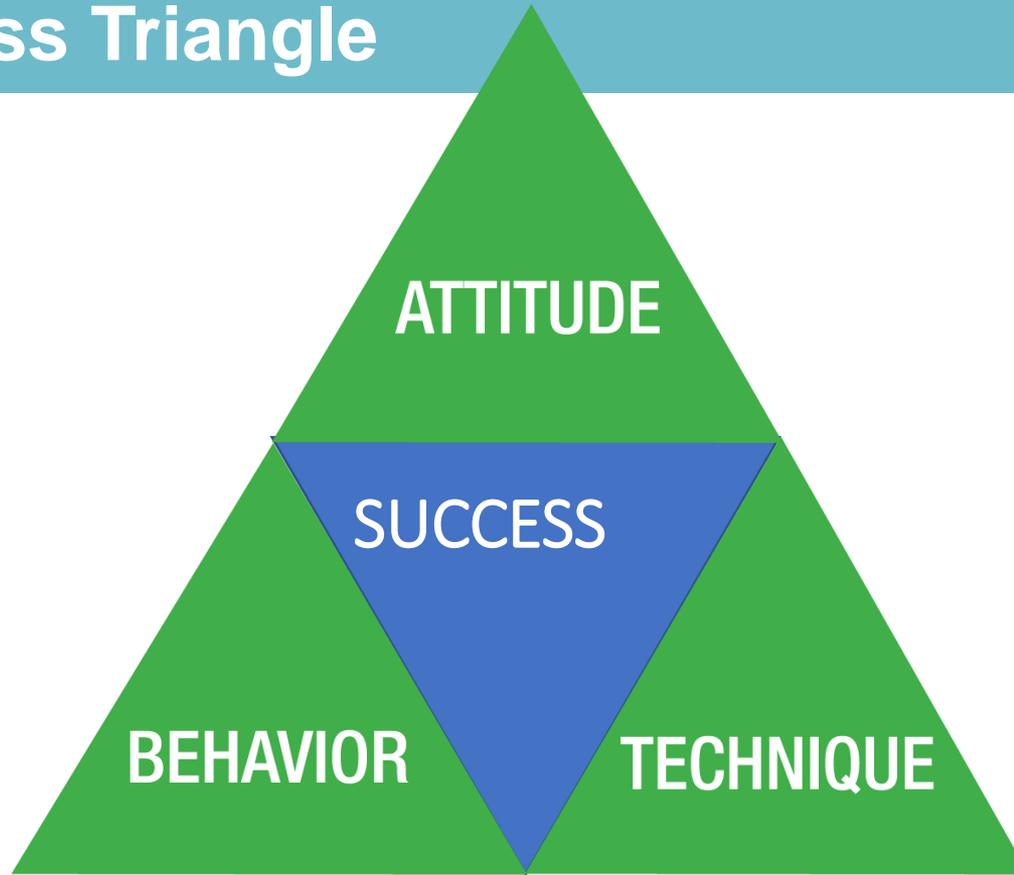
Personal Consumption Expenditures Hold Up
% Change from year ago, Seasonally adjusted annual rate



A man in a dark blue suit and a purple tie is sitting on a bed with blue pillows. He has a thoughtful expression, with his hand resting on his chin. The background shows a wooden headboard and a nightstand with a lamp.

**What is one thing you are
struggling with selling remotely?**

Sandler Success Triangle



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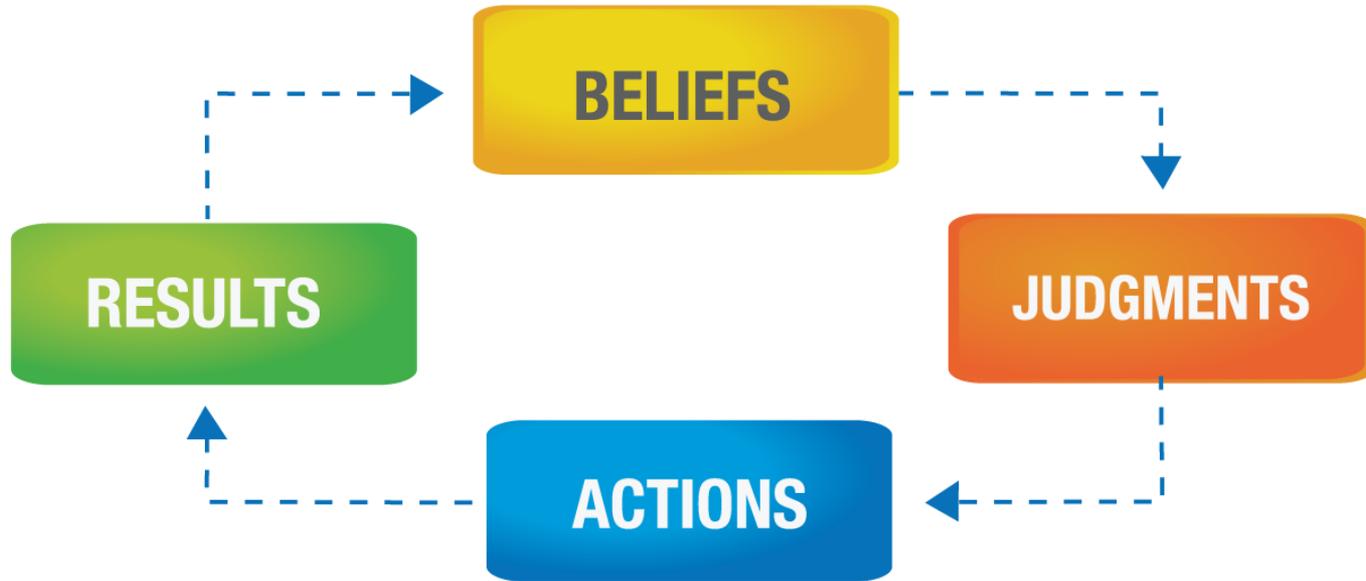


- **What skillsets do you see gaining importance in the new business environment?**
- **How are these innovations changing Business?**

A young Black man with a friendly smile is wearing a large black headset. He is sitting at a wooden desk in an office. In front of him is a silver laptop. To his left, there is a small potted plant in a grey pot, an open notebook, and a smartphone. The background shows a white wall with a blue and white pie chart poster, a grey filing cabinet, and a green plant hanging from above. A semi-transparent dark blue banner is overlaid across the middle of the image, containing white text.

What is one best practice for selling remotely?

Changing Your Attitude



Revising Your Behaviors

Pressing Pause:

- Networking Events
- In-Person Calls
- Travel
- Event Marketing
- Lunch Meetings

New Behaviors:

- Video Conferencing
- Social Selling
- Cold Calling & Cold Emailing
- Thought Leadership
- Webinars & Online Events
- Client Relationships

Developing Your Technique



A close-up photograph of a hand's index finger pressing a green square button with a white smiley face icon. To the left is a red square button with a white frowny face icon. Below the green button is a yellow square button with a white smiley face icon. The buttons are set against a dark, reflective surface. A semi-transparent dark blue horizontal band is overlaid across the middle of the image, containing white text.

**How do you define a win
in the current environment?**

Pre-Call Strategies



Revise Your Ideal Client Profile



- Who do you best serve?
- What are they currently doing?
- What are their pain indicators?
- What are their trigger events?

Consider Social Selling



Using virtual tools and online networks to add more prospects, opportunities, and information to your sales pipeline.

Email & Direct Messages

- Use short subject lines
- 3-5 sentences total
 - Introduction & purpose
 - Pain indicators
 - Unique selling proposition
 - The ask
- Follow it up with a call!



Follow-Up Progression

- Alternate emails, direct messages, text, and voicemails
- May take up to 6 attempts over two weeks
- Increase the amount of information in each message
- Call within 5 minutes of seeing a post on social media
- Engage with gatekeepers; don't try to sneak past them

Pre-Call Checklist



What are you hoping to accomplish?



Who will participate?



How much time is available?



What decision will be made?



Did you double-check your invite?

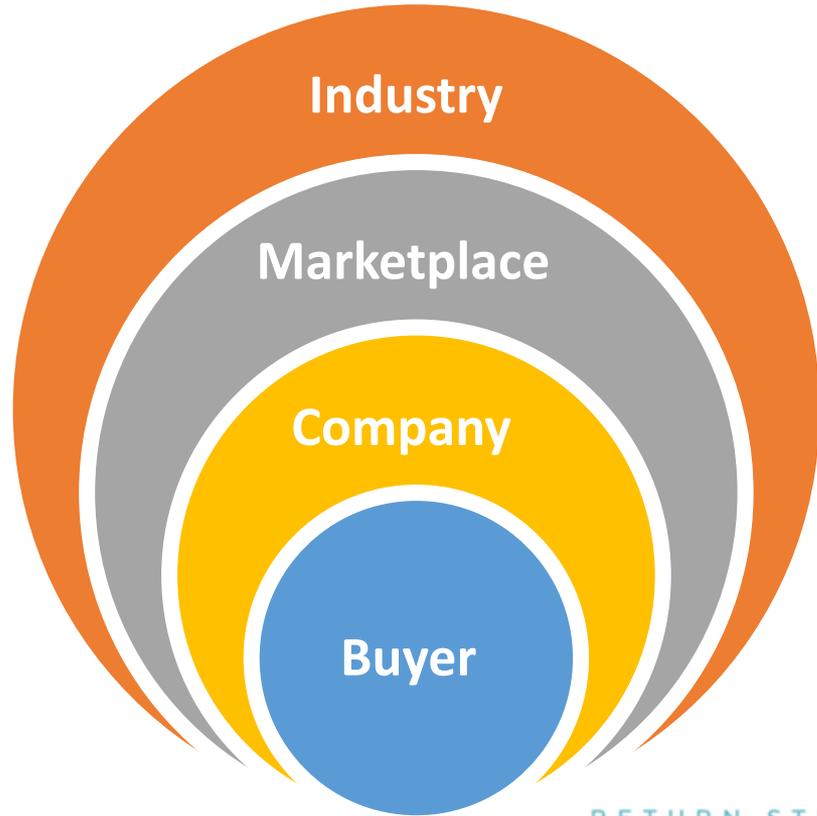


What is your biggest concern about your next meeting?

Best Practices for Remote Selling



Modify Your Connect Questions



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Connect Questions

An illustration of a person's hands typing on a laptop keyboard. The laptop screen displays a yellow background with black diagonal lines at the top, followed by the text "COVID-19" in large black letters and "UPDATES" in smaller black letters below it. To the left of the laptop, a Siamese cat with blue eyes and dark points sits on a wooden desk. In the foreground, there is a red coffee cup on a white saucer and a white coffee dispenser. The background is a solid blue color.

**How have things changed
for you, your company,
your city, and your industry?**

Follow a Sales Process

SELLING SUCCESS BY-THE-NUMBERS

*From the Sandler Selling System,
a proven, methodical approach in 7 steps*

1



BONDING AND RAPPORT

Establish good rapport with your prospects from your very first meeting. After all, people tend to do business with people they like and trust.

2



UP-FRONT CONTRACTS

Set an Up-Front Contract before every meeting with: (1) time and place, (2) purpose, (3) client's agenda, (4) your agenda, and (5) the outcome, or what success would "look" like.

3



PAIN

Uncover your prospect's pain, which is the gap between where prospects are and where they want to be. After all, you can't create solutions until you know the full scope of the problem.

4



BUDGET

Set an Up-Front Contract in this, the negotiation phase, to talk about your prospect's budget. Find out if money is available for the sale, and *how much* is available.

5



DECISION

Review what's been covered and start gathering information. Your goal is to either: (1) disqualify the prospect, (2) determine that you need to meet with more people or, (3) qualify the prospect.

6



FULFILLMENT

Make your presentation here, late in the sales process, now that you have crucial information. It should focus on the pain you uncovered, meet the budget parameters you identified, and target the real decision makers.

7



POST-SELL

Seal the deal at this critical phase by: (1) counteracting buyer's remorse, (2) preventing the loss of the sale to the competition or the incumbent, and (3) setting an Up-Front Contract about next steps.

Are you setting good Up-Front Contracts?

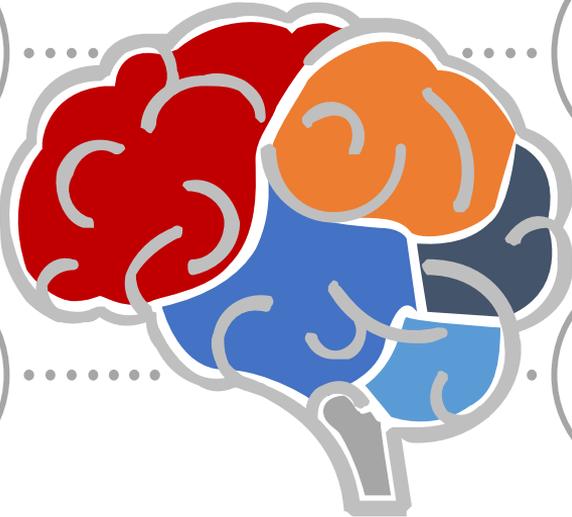


Four Buying Emotions

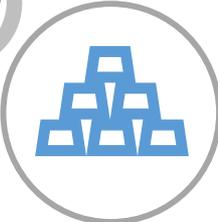
Pain in the Present



Pain in the Future
AKA "Fear"



Gain in the Present



Gain in the Future



What are some objections you are hearing frequently?

Remember to Post-Sell Everything



Referrals



Prevent Loss
of a Sale



Establish UFC
for Next Steps

Best Practices for Post-Call Debriefing



Post-Call Checklist



What were their pains?



Do we have viable solutions?



Do they have the time, money and resources?

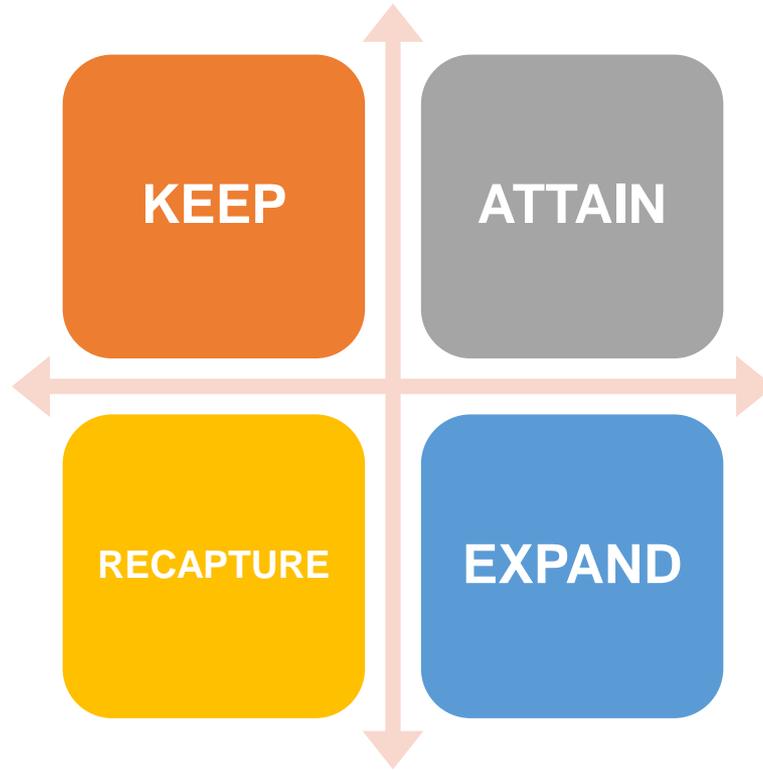


What was clear future decided?



What if that doesn't happen?

KARE for Your Clients



Build Relationships for Mutual Gain

- Build **social capital** by giving and listening first
- Build **relationships** by staying connected
- Build **authority** by adding value
- Build **intimacy** by opening up and being personal

- Do you see a change in your client relationships?



What is one Attitude, Behavior, and Technique you learned today?

Thank You For Attending!

Sandler Training by Mercury

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