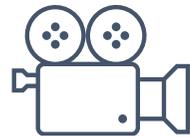


Remote Selling

How to use technology to engage, collaborate, and sell, when face-to-face interactions are limited



Build a strong professional network using LinkedIn



Use video as a powerful prospecting and sales tool



Turn online meetings and demonstrations into memorable experiences



Close more sales without having to leave your desk

This Sales 4.0 remote learning programme will provide you with a structured approach to how to use technology to close more sales.

Based on best practices applied by the world's most successful sales teams, you will learn how to make more sales, more easily without having to leave your desk.



www.bit.do/remoteselling

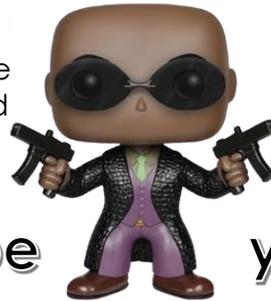
Welcome on your journey to sales success



In the movie **The Matrix**, Neo is a computer programmer/hacker who struggles to accept his current reality. He senses something is wrong but can't find any answers to his questions. He has reason to be concerned – he is actually trapped in a virtual reality world, designed by intelligent machines to distract humans while they suck their bodies dry as a source of energy.

The events of 2020 have made it difficult for sales professionals to get direct access to customers. They have stopped answering calls and seldom return e-mails. They also prefer to do their own research online before contacting you as supplier. The change has been so sudden and dramatic, sales techniques that worked well even six months ago, are proving to be ineffective. This can be energy and confidence sapping.

But wait...there is good news. Neo meets Morpheus, a legendary computer hacker who presents Neo with the truth – the world has become a wasteland, devastated by the machines and he (Neo) is the chosen one who will free humanity from tyranny.



Morpheus shows Neo how to manipulate the power of the Matrix to achieve superhuman feats as he fights against the ultimate villain, Agent Smith who is created by the machine to defeat the rebels.



Let me be your Morpheus

Buckminster Fuller said: "You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete." As with the Matrix, the solution lies in using technology to reach new customers and close more sales. Through leveraging affordable cloud services (a lot of them free), I can show you how to engage, collaborate and sell to customers that will put you ahead of your competitors.

Your success relies on you doing three things consistently:



Be open to new ideas



Practice new skills (sometimes a little outside your comfort zone)



Take the time to apply the system – consistency is key.

So, if you are ready to start that journey to sales success, register for this programme, and know, I will be with you every step of the way. Every hero's transformation starts with a decision to act. Or as Morpheus says: "There is a difference between knowing the path and walking the path."

What you will learn:

There are six modules, delivered live via a Virtual Classroom, supported by self-study and 1-1 coaching



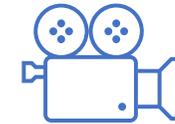
Create a compelling Value Proposition:

To stand out in the digital world you need messaging that resonates with your customers



Build a Professional Network:

Use LinkedIn to connect with potential customers. The ultimate prospecting tool is to be helpful



Use Video to get attention:

Video has become a powerful sales and marketing tool. Learn how to use videos to set you apart from your competitors



Make online meetings memorable:

Whether a conference call or webinar there are specific things you need to do to ensure interaction and have the necessary impact



How to present your solution online:

It is easy for participants to get overwhelmed when viewing a presentation or online demo. Here is how to fix that



Get commitment:

Persuasive language patterns you can use to help you close the sale



www.bit.do/remoteselling

How the remote learning works

The programme takes place over **four** weeks.



The instructor delivers a live 2-hour session in a virtual classroom



You work through the e-learning modules and complete activities



We have a one-hour coaching session during the week



You hand in your assignment



Rinse and repeat for weeks 2, 3 and 4

The value of the remote learning programme

- ✓ **Save time out of the office.** You have the flexibility of attending the Virtual Classroom and coaching sessions during or outside of working hours.
- ✓ **Learn at your own pace:** The eLearning allows you to develop a deep understanding of the concepts and you are given access to a member site with extra resources, eLearning and videos to extend your learning.
- ✓ **1 to 1 Coaching:** You get focused facetime to ask any questions you might have, clarify anything that is not clear or if required, a sympathetic ear.
- ✓ **Apply the learning:** With most instructor-led programmes, you have forgotten half of what was covered before you have even left the classroom. Here you get to reinforce and apply your learning consistently, supported by your able guide.
- ✓ **Tools and resources:** The programme is full of helpful tools and resources like account plans, templates for presentations and proposals and a whole lot of examples of the right language to use to get results.

About your guide

My name is Tim Keys. They call me the "Professor" because of my passion for learning. I founded the Sales Institute in 2000 because I believed the sales methods being taught had not adapted to changing customer demands.

Since then I have had the fortune of working with sales teams and their leadership around the world, including Microsoft, Citrix, Oracle, Dimension Data and FNB.

Everything I teach is based on proven best practices and scientific research and I am constantly updating my own knowledge to make sure my work is always relevant.

I am as passionate about helping large sales teams as I am about helping start-ups and small businesses and have spent many years with Microsoft BizSpark, mentoring tech start-ups.

I would love to be part of this exciting journey into sales success with you...I know we can do great things together.

My e-mail address is timk@salesinstitute.co.za if you have any questions.

"Tim's work with us has been a game changer. For years we struggled to get new business. This new approach really works, and it is painless to implement."

COO: B-Logic It Solutions and Services

"The tools you provided have really helped me approach potential prospects more easily. I have far more customer appointments than I used to."

Financial Advisor: Sanlam

"I thought I knew everything about selling, then they changed all the rules. This has been really helpful to get me back to basics."

Estate Agent: Dickson Real Estate

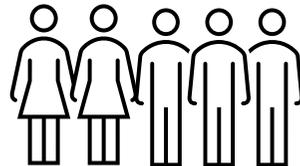
Fee Structure (Inc VAT)

Per person



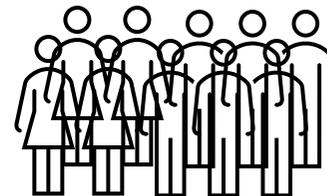
R3 980

5 to 9 people



R3 750

10 +



R3 450



www.bit.do/remoteselling

More detailed overview of what we cover

Module 1: Create a compelling value proposition

To stand out in the digital world you need messaging that resonates with your customers

- Why stories are so effective in sales
- Create the perfect one-liner to describe what you do
- Write your value proposition as a hero's story

Module 2: Build a professional network

Use [LinkedIn](#) to connect with potential customers. The ultimate prospecting tool is to be helpful

- Build a powerful profile that gets people to want to connect with you
- Use the **Featured** section to showcase your work
- How to use the **Experience** section to maximise your SEO.
- The process behind prospecting through LinkedIn that beats cold calling by far
 - Connect
 - Build relationships
 - Be helpful / Add value
 - Take offline
- Implement a content marketing plan that builds credibility and provides you with opportunities

Module 3: Use video to get attention

Video has become a powerful sales and marketing tool. Learn how to use videos to set you apart from your competitors

- Why does video work so well?
- The types of videos you need to create
- How to build a virtual studio
- The basics of creating a compelling video
- The role of a video playlist and how to put it together
- Tools you can use to create your videos that are very affordable

Module 4: Make your online meetings memorable

Whether a conference call or webinar there are specific things you need to do to ensure interaction and have the necessary impact

- Do the same amount of planning you would do as a face-to-face meeting
- Quality equipment you will need –
- How to open the meeting
- Tips for online meetings – how to compensate for lack of face-to face
- How to guarantee high levels of interaction
- How to close off the meeting and agree on next steps

Module 5: How to present your solution online

It is easy for participants to get overwhelmed when viewing a presentation or online demo. Here is how to fix that

- How to build presence online
- The process for building a great online presentation
- How to drive interactivity
- Tips to make the best use of slides
- The best way to demonstrate software online – scenarios and walk-throughs
- How to deal with questions

Module 6: Get commitment

Close more sales without having to leave your desk

- The language of persuasion – the words and phrases you need to use
- How to write the perfect follow-up email
- The elements of a successful proposal document
- How to overcome writer's block and create a literary masterpiece
- How to ask for commitment after presenting your solution
- Creative ways to follow up if you do not initially get a response