

YEAH, IT'S HARDER

Moving from face-to-face to virtual selling can be restricting and frustrating because:

- Sales cycles are longer
- Sales require more touch points (we get less done in each meeting)
- It could take 10+ dials to reach someone
- We lose visual cues and influence

NEW PHONE SALES STRATEGIES WILL HELP

We know your teams are seasoned sellers, but their skills are built to shine in a face-to-face sales meetings and presentations. Virtual sellers know how to work the system to get those meetings. We've picked tips from 5 courses in our 75-course library to help get you started.



#1

SMARTER DIALS

- Try 6 times before giving up on connecting with someone
- Most sellers quit at 2
- Best days to call: Wednesdays & Thursdays
- Best times to call: 8 - 9 am/4 - 6 pm (local time)
- Reach executives before: 8:30 am/after 5 pm (local time)

#2

BETTER VOICEMAILS

- Leave at least 3 voicemails
- Use one of these four voicemail types: value, mystery, lever, urgency
- Keep the message short (20 seconds or less)
- Document each try and type of voicemail in CRM
- Send an email right after leaving a voicemail

#3

SWIIFT INTROS

- SWIIFT = So, What's In It For Them
- Keep intros under 10 seconds
- Answer who you are, what you want, and why they care
- Say their name first
- End with a CLOSED question to get them talking
- Never sell in an intro
- The goal is to get them talking – so stop talking ASAP!

#4

TACTICAL CALL GOALS

- Successful calls are only 3.5 minutes long
- What's ONE THING you need to learn?
- What's ONE THING you want them to learn about you?
- How will you know when your goal is accomplished?
- What is the next goal?
- Map out "mini goals" to the finish line so you quickly know where to go next!

#5

CALL BRIDGING

- Always make an appointment for the next call before hanging up
- Send a calendar invite ASAP including dial-in/video call information
- If you don't get the appointment, give yourself permission to call back
- Try to get their agreement to take your next call
- Ask if a video call will work?

WANT MORE VIRTUAL SELLING SKILLS?

All these skills (and more!) are classes currently available in our award-winning eLearning platform, The Sales Bar. Click the button for more info.



LEARN MORE