



Selling In The “New Normal”

with
Louise Nicol

About me



Louise

I am....

**Founder Asia Careers Group
SDN BHD**

**Talent Tech Entrepreneur with a knack
for commercial creativity.**

About me



**Mum & TalentTech
Entrepreneur with a
knack for commercial
creativity.**



**Founder of Asia
Careers Group
SDN BHD**



**Foodie &
property
developer on
the side.**



**Domain, anything
Sales, International
Education or
Employability
related.**

About You

1

Where are you
livestreaming
from?

2

What do you
want to learn
from me?





POLL

POLL

Agenda



**Effective remote
selling**



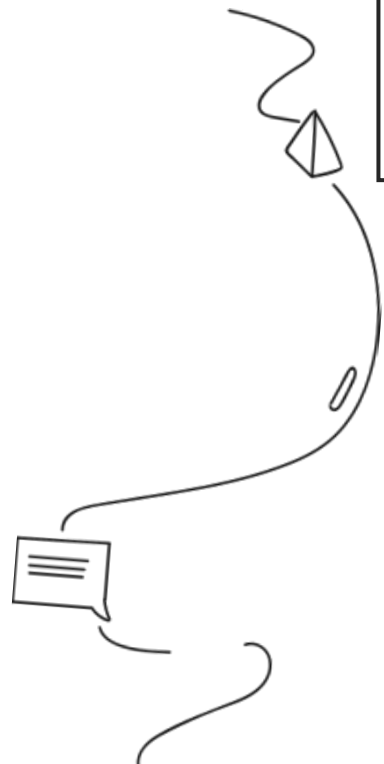
**Making sure
you're speaking
to the right
decision-makers**



**The art of being
memorable**



Effective remote selling



1

CHALLENGE - Selling remotely can present huge challenges for what is an inherently social interaction

2

DO THE BASICS

IPMCC (Introduction, Probe, Match, Confirm & Close) -

Proposals, follow ups, email marketing, social media content

3

RELATIONSHIPS - Crucial, who do you know, who can you ask, who can be your inside woman/man?

4

DIFFERENTIATION - What will make you and your product stand out?

OFF PISTE IDEAS

Are there other ways of doing things?

- different client, change the product, lower price point etc.

Quick Exercise:

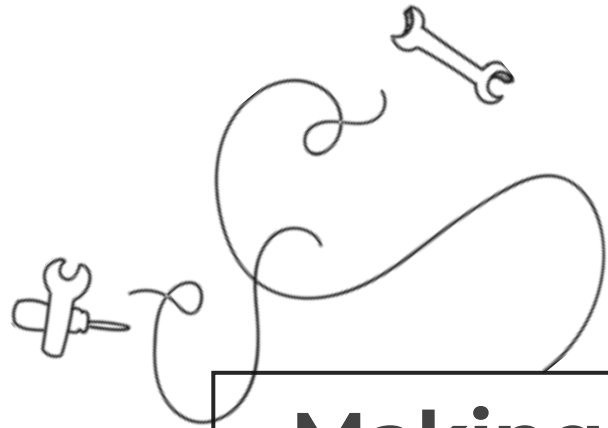
Who wants to volunteer?

Try to sell your product/service in a different/limited context. How can you adapt or think outside the box?

Differentiation

1. How are you going to stand out?
2. How are you going to make your product stand out?
3. Why should they take your call or take forward your idea?





Making sure you're speaking to the right decision-makers





Who

Are you the stakeholders?
Is the ultimate decision maker?

What

Are you selling/bidding for?

Why

Should they buy it?

How

Will it help them? (So What?????)

Account Mapping

Give an example of **how decisions are made in your organisation**



**Decision
Maker**

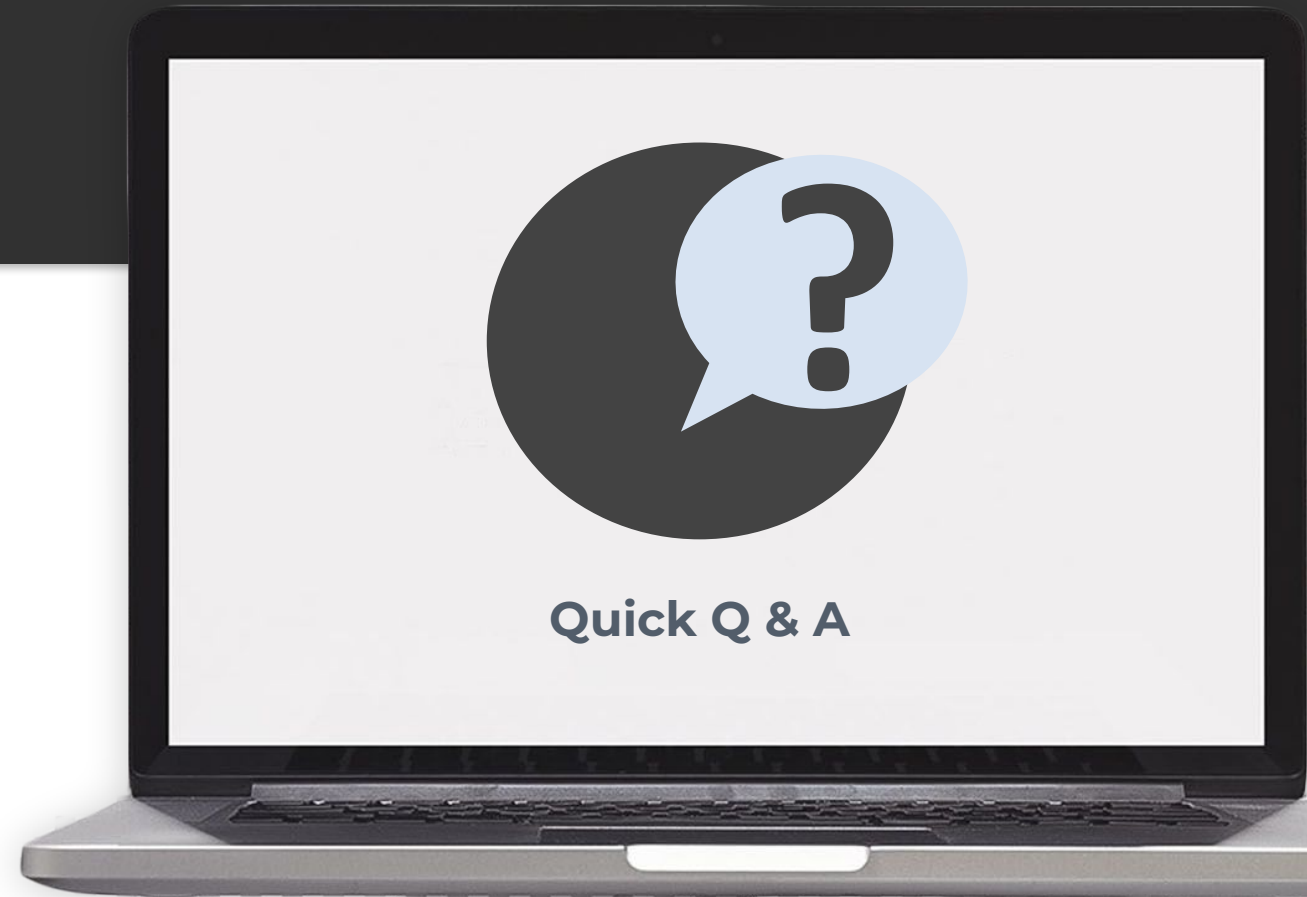
Influencers

Implementer
Other:

What we've covered up till now

- Yes its hard!
- Light at the end of the tunnel
- Clear purpose
- Innovation & creativity

Examples of challenges?



The art of being memorable



The art of being memorable!

How are you different from
everyone else

What makes you a compelling
proposition to buy from

Trust

A graphic consisting of two overlapping circles. The larger circle is blue and contains the text 'People Buy People'. The smaller circle is light blue and is positioned to the right of the larger one. The background of the entire slide is a blurred image of several hands of different skin tones reaching up towards the top.

“People
Buy
People”

The art of being memorable!

Follow through

Never over promise and under
deliver

If not now then when?

A graphic featuring a large blue circle containing the text 'People Buy People' and a smaller light blue circle overlapping its top right. The background is a blurred image of hands holding a globe.

“People
Buy
People

The art of being memorable!

If not this then what?

Love objections they are your
friends

Nos are just not yets



“People
Buy
People”

Trust

How to build trust!

- Honesty
- Empathy
- Not over promising
- Telling it like it is
- Welcome objections



Let's start building trust RIGHT NOW!

Quick Exercise:

Who wants to volunteer?

Have a quick conversation with Louise and try applying the learnings to build trust among each other.



Stay in touch



Louise Nicol

