

# Are your reps skilled in managing virtual conversations?



Today's business landscape is extremely dynamic. All of us are changing the way we work, the way we buy and the way we sell.

How do you keep sales moving forward when face-to-face meetings are no longer an option?

To succeed, you must evolve as the business world evolves. Digital interactions are the norm and now is the time to sharpen your virtual communication skills.

## Master Virtual Communication

ValueSelling Associates offers this microapp as a practical and simple way for global sales teams to practice their virtual communication skills.

Sales as a profession has become much more complex. Convincing a buyer—that you're the best person to guide them on their buying journey—takes practice. Virtual selling requires you to have a command of communications, research, insight, critical thinking and spatial reasoning.

## Become an Excellent Communicator

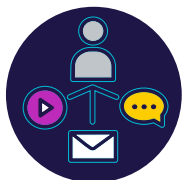
Set yourself apart in:

- Securing a virtual meeting
- Creating content that grabs attention
- Projecting your on-camera personality
- Engaging distracted meeting attendees
- Gaining credibility, trust and rapport

## Maximize Your Message and Impact

Practice is what it takes to develop mastery in any pursuit. Olympic weightlifters do not start by lifting 500 pounds on a bar. They practice their form with a PVC pipe. Then, once their form is perfect, they add weight.

**Master Virtual Communication** leads you through exercises and shows you what good looks like as you prepare, practice, execute and engage buyers using virtual communication.



### Set the stage by:

- Communicating effectively through multiple channels
- Chunking your content into attention-grabbing segments
- Establishing expectations for the meeting and everyone's role



### Build confidence by:

- Setting the scene
- Projecting your personality on-camera
- Managing your verbal and physical communication



### Control the story by:

- Capturing and engaging a distracted, multitasking audience
- Incorporating pacing and mirroring
- Creating an inclusive environment where everyone feels comfortable speaking up



### Connect, confirm and build trust by:

- Listening
- Preparing insightful questions
- Confirming your understanding

The **Master Virtual Communication** course is designed as an interactive practice platform. You cannot afford to 'wing it.' The buyer will form a judgment about you and your organization based on how you look and sound during a virtual 30-minute sales call.

**Don't risk any more opportunities in your pipeline. Use this microapp to practice the details that make all the difference.**



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Keep it simple. Drive results.

