



Course:

Virtual sales - Sales skills: Understanding the Digital-First Sales Environment

Course Description

Are you ready to revolutionize your sales approach in the digital-first world? In today's fast-evolving marketplace, the shift from in-person to virtual sales presents both challenges and unparalleled opportunities. With the right tools, techniques, and strategies, the virtual environment can open doors to connections and conversions that were previously unimaginable. This course on Virtual Sales Presentations is meticulously designed to harness the full potential of digital platforms for your sales success.

The transition to virtual sales isn't merely about changing the medium of communication; it's about reimagining the sales process to thrive in a digital ecosystem. This course is born out of our passion for empowering sales professionals, entrepreneurs, and businesses to excel in the virtual sales sphere.

Why is mastering virtual sales presentations critical today? The global shift towards remote work and digital interactions has permanently altered the landscape of customer engagement. The ability to captivate, persuade, and close deals in a virtual setting is now an indispensable skill. Leveraging our extensive experience and success stories, we've curated a course that addresses the nuances of virtual sales, from crafting compelling narratives to mastering the technical platform nuances.

Embark on a comprehensive journey through the art and science of virtual sales. Understand the intricacies of conveying your message effectively in a virtual setting, where every slide, word, and pause can sway decision-making.

Technical fluency is paramount for seamless virtual presentations. This course guides you through selecting the right tools and software, setting up for success, and employing interactive elements like polls, demos, and shared documents to foster engagement. It covers platform-specific features and strategies to minimize technical glitches, ensuring your presentations run smoothly.

However, technical mastery alone doesn't guarantee success. This course elevates your communication skills, teaching you how to develop a strong screen presence, maintain virtual eye contact, and use vocal delivery to keep your audience engaged. You'll learn to read and respond to digital body language, effectively handle pauses, and build rapport and trust in a virtual setting. This course also covers AI integration for personalizing sales interactions at scale, advanced storytelling techniques, cross-platform selling strategies, and crafting an effective follow-up strategy.

Whether you're a beginner seeking to navigate the basics of virtual sales or a seasoned professional aiming to refine your strategies and stay ahead of digital trends, this course is tailored to elevate your skill set. Beginners grasp the fundamentals, while advanced learners can dive deep into strategic innovations and emerging technologies.

In the realm of virtual sales, the learning curve is ongoing. This course also includes sections on legal and ethical considerations and sales team collaboration in a virtual environment. These segments prepare you for the broader challenges and opportunities of digital sales, beyond individual presentations.

The future of sales is virtual, and the opportunities are limitless. This course is not just about adapting to this new landscape; it's about thriving, innovating, and leading.



Learning objectives

- Identify popular virtual meeting platforms.
- Summarize key elements of successful virtual sales presentations.
- Shift mindset from in-person to virtual sales efficiently.
- Structure a sales pitch for maximum virtual impact.
- Tailor presentations to different buyer personas.
- Craft engaging narratives using storytelling techniques.
- Fine-tune messages for virtual delivery.
- Choose appropriate tools for virtual presentations.
- Setup a technical glitch-free sales pitch environment.
- Use polls and demos to enhance audience engagement.
- Develop a strong on-screen presence.
- Interpret digital body language accurately.
- Utilize pauses and intonation for emphasis.
- Build virtual rapport and trust with clients.
- Incorporate visuals effectively in presentations.
- Customize sales presentations using CRM data.
- Analyze sales performance with CRM integrations.
- Integrate AI into the sales process strategically.
- Apply confident closing techniques in virtual settings.
- Adapt sales approaches across Zoom, Teams, and WebEx.

Topics covered

The course is split into the following sections:

Section 1: Introduction to Virtual Sales Presentations

- Understanding the Digital-First Sales Environment
- Shift in Sales Dynamics: From In-Person to Virtual
- An Overview of Popular Virtual Meeting Platforms
- The Essentials of a Successful Virtual Sales Presentation
- Transitioning to Virtual Sales: Mindset and Preparations

Section 2: Crafting Your Virtual Sales Pitch

- Structuring Your Presentation for Maximum Impact
- Identifying and Tailoring to Different Buyer Personas
- The Art of Creating Engaging Narratives
- Leveraging Storytelling in Your Sales Pitches
- Fine-Tuning Your Message for Virtual Delivery

Section 3: Mastering the Technical Side of Virtual Presentations

- Choosing the Right Tools and Software for Your Presentation
- Setting Up for a Seamless Virtual Sales Pitch
- Interactive Tools to Enhance Engagement: Polls, Demos, Shared Docs
- Understanding and Utilizing Platform Features Effectively
- Minimizing Technical Glitches During Your Presentation

Section 4: Communication Skills for Virtual Sales Success

- Developing a Strong Screen Presence



- Eye Contact and Vocal Delivery in Virtual Environments
- Reading and Responding to Digital Body Language
- Effective Pause and Intonation for Emphasis
- Building Rapport and Trust Virtually

Section 5: Engagement Strategies for Virtual Presentations

- Incorporating Visuals to Make Your Point
- Using Whiteboards and Annotations for Interactive Discussions
- Engagement Techniques That Work
- Encouraging Participation and Keeping Your Audience Attentive
- Case Studies: Successful Engagement in Virtual Sales

Section 6: Personalizing Virtual Sales Presentations

- Understanding Your Audience: Research and Insights
- Customizing Presentations for Individual Prospects
- Leveraging CRM Data to Personalize Your Pitch
- The Power of Personalization at Scale
- Real-Life Examples of Personalized Sales Success

Section 7: Using Analytics to Refine Your Sales Pitch

- The Basics of Sales Analytics for Virtual Presentations
- Improving Your Sales Pitch Based on Analytics
- CRM Integrations for More Effective Follow-ups
- Learning from Losses: Analytics Postmortems
- A/B Testing Your Virtual Sales Presentations

Section 8: Integrating AI into Your Sales Process

- An Introduction to AI-Assisted Sales Techniques
- Using Generative AI for Creating Sales Content
- AI for Personalizing Sales Interactions at Scale
- Predictive Analytics in the Sales Process
- Case Studies on AI Enhancements in Sales

Section 9: Closing Techniques in a Virtual Environment

- Strategies for a Confident Close
- Addressing Objections Virtually
- The Virtual Handshake: Closing Deals Over Video
- Following Up Post-Presentation: Best Practices
- Examples of Effective Virtual Closings

Section 10: Advanced Storytelling for Sales

- The Science of Storytelling in Sales
- Crafting Stories That Sell: Advanced Techniques
- Incorporating Customer Testimonials and Case Studies
- Storytelling Across Different Platforms
- Evaluating the Impact of Your Stories

Section 11: Cross-Platform Selling Strategies

- Understanding the Nuances of Zoom, Teams, and WebEx Sales
- Adapting Your Sales Approach to Different Platforms



- Best Practices for Cross-Platform Presentations
- Maintaining Consistency Across Platforms
- Case Examples of Cross-Platform Success

Section 12: Building an Effective Virtual Sales Toolkit

- Essential Tools for Every Virtual Sales Professional
- Customizing Your Virtual Sales Tech Stack
- Integrations That Streamline the Sales Process
- Virtual Sales Toolkits: Real-World Examples
- Upkeep and Updating Your Tools

Section 13: Legal and Ethical Considerations in Virtual Sales

- Navigating Privacy and Security in Virtual Sales
- Ethical Guidelines for Digital Sales Practices
- Understanding International Sales Regulations Online
- Protecting Customer Data During Virtual Interactions
- Legal Case Studies in the Virtual Sales World

Section 14: Sales Team Collaboration in a Virtual Environment

- Effective Virtual Teams: Structures and Strategies
- Collaborative Tools for Virtual Sales Teams
- Fostering Team Spirit and Motivation Remotely
- Case Studies: Virtual Teams Driving Sales Success
- Overcoming Challenges of Remote Sales Operations

Section 15: Scaling Your Virtual Sales Operations

- Growth Strategies for Virtual Sales Channels
- Managing Increased Volume in Virtual Sales
- Training and Onboarding for Scale
- Strategic Partnerships and Alliances
- Scaling Success Stories

Section 16: Feedback and Continuous Improvement in Virtual Sales

- Gathering and Acting on Customer Feedback
- Incorporating Team Feedback into Sales Strategies
- Continuous Learning and Improvement in Virtual Sales
- Feedback Systems and Technologies
- Examples of Feedback Driving Sales Improvements

Section 17: Future Trends in Virtual Sales

- Emerging Technologies and Their Potential Impact
- Adapting to Changes in Digital Communication
- Preparing for the Future of Virtual Sales
- Case Studies: Adapting to Emerging Trends
- Strategies for Staying Ahead in Virtual Sales

Section 18: Crafting an Effective Follow-up Strategy

- Timing and Tactics for Follow-ups
- Leveraging Email, Messaging, and Social Media
- Customizing Your Follow-Up Based on Buyer Persona



- Follow-Up Success Stories
- Tools for Managing Follow-Up Communication

Section 19: Overcoming Common Virtual Sales Challenges

- Identifying and Addressing Virtual Selling Pain Points
- Case Studies: Overcoming Obstacles in Virtual Sales
- Strategies for Dealing with Difficult Situations Virtually
- Learning from Failure: Bouncing Back Stronger
- Support Systems and Resources for Sales Professionals

Section 20: Conclusion: Building a Successful Virtual Sales Career

- Key Takeaways from the Course
- Developing a Personal Action Plan for Virtual Sales Success
- Continuing Education and Growth in Virtual Sales
- Networking and Building a Supportive Sales Community
- Reflecting on the Evolution of Sales in the Digital Age

Course duration

This course may take up to 5 hours to be completed. However, actual study time differs as each learner uses their own training pace.

Course pre-requisites

There are no requirements or pre-requisites for this course, but the items listed below are a guide to useful background knowledge which will increase the value and benefits of this course:

- Basic familiarity with virtual communication platforms such as Zoom, Microsoft Teams, or WebEx.
- An understanding of sales principles and the sales process.
- Access to a computer or tablet with a reliable internet connection, webcam, and microphone for participating in virtual sessions.

The course is addressed to:

- Sales professionals transitioning from in-person to virtual sales environments.
- Newly hired sales team members in tech companies needing to master virtual presentation tools.
- Independent consultants and small business owners seeking to expand their market reach through virtual sales.
- Marketing professionals looking to align their strategies with sales teams in a virtual setting.
- Customer relationship managers aiming to leverage CRM and analytics for personalized virtual sales pitches.
- B2B sales executives interested in integrating AI and advanced analytics into their sales processes.

Training Method

The course is offered fully online using a self-paced approach. The learning units consist of a video. Learners may start, stop and resume their training at any time.

At the end of the course, participants take a Quiz to complete the course and earn a Certificate of Completion once the quiz has been passed successfully.



Registration and Access

To register to this course, click on the [Take this course](#) button to pay online and receive your access instantly. If you are purchasing this course on behalf of others, please be advised that you will need to create or use their personal profile before finalizing your payment.

Access to the course is valid for 90 days.

If you wish to receive an invoice instead of paying online, please [Contact us by email](#). Talk to us for our special Corporate Group rates.

Instructor

Peter Alkema is a highly accomplished Business and IT leader specialising in large scale technology delivery and digital transformation strategy implementation for leading financial services business. A proven record in driving the full development lifecycle at all levels across large and complex banking enterprises ensures a deep understanding of the challenges, opportunities and pathways to success for digital transformation in banking. By utilising innovation, awareness, and knowledge, able to drive high-level business strategy formulation, product and platform development, and change management.

Teaching 500k online students about Data Science, Machine Learning, Digital Transformation, Business, Academic, Self Development and Technology skills.

Business & IT leader specialising in large scale technology delivery, digital transformation and Agile software engineering (PhD). 24 years in the banking industry; 10 years consulting (Accenture) and 14 years working in banking (Absa & FNB).

Won the ITWeb Gartner Visionary CIO Of The Year in 2016 & featured on CNBC Africa. Founded and led the largest banking hackathon in South Africa which was featured on Harvard Business Review.

Professional skills: Digital Transformation, Technology, Agile, ERP, Programme Management, Innovation, Thought Leadership, Communication, Process Engineering, Online Training.