

Salecology[®]



Remote Customer Intimacy

Course Overview



What is the programme?

This training programme is wrapped around the typical Sales Cycle and Customer Journey. It provides a structured framework for building customer intimacy remotely, and the workshops are tailored to your business and application.

The programme is delivered over 3 virtual classroom sessions, plus a follow up session to provide additional support and coaching. Each session looks at a different element of the customer journey and provides training on how to evolve the current sales approach to deliver a better customer service and build closer relationships.

The 3 core sessions are:

- **Engaging Customers Remotely** - Learn what makes people behave differently in a virtual environment and how to engage them on a personal level to create new opportunities.

- **Building Intimacy Remotely** - Explore how to get closer to the customer whilst working in a remote setting. Discover how to modify your approach in discovery calls and sales presentations to trigger a more emotional connection with you, and your proposal.

- **Growing Relationships Remotely** - Learn the psychological tricks of online negotiation to develop a remote contact strategy that will grow your relationship with all your accounts.



Customer Engagement

Engaging Customers Remotely

Learn how the virtual environment influences our behaviour, and strategies for building personalized engagement to create new opportunities.

Connecting with customers and clients virtually hinders a salesperson's greatest asset, their in-person charm. To combat this, we must learn to adapt our approach when selling remotely to tap into the customer's emotional and rational mind. This session contains techniques to grab their attention, spur organic conversation, and ways to utilise video-based selling to build empathy and connection.

The primary focus of this session targets the early stage of the customer journey, to engage them into conversations and develop push & pull strategies that uncover new opportunities.

Using the Salecology Relationship Dashboard, delegates will assess their relationship with select accounts and build a strategy to better engage key stakeholders via a variety of mediums.

Key Learning

- ✓ Do you have emotional intelligence
- ✓ Spotting emotional triggers
- ✓ Setting up your work space for video based selling
- ✓ Building rapport in a virtual world
- ✓ The Salecology Personality Colours and how to adjust your selling and communication for better engagement
- ✓ Rapidly reading someone's personality colour in word, sight and behaviour.
- ✓ How to adjust your personality style in various communication methods: via the telephone, email, in person, and video
- ✓ What is the Relationship Ladder and where are you with each client
- ✓ Introduction to the Salecology EQ Dashboard

Key Learning

- ✓ How to engage prospects and customers through various communication channels
- ✓ What is an Initial Positioning Statement (IPS) and how to use it
- ✓ How to use the Salecology EQ Dashboard to maximise engagement
- ✓ Understanding your customers Brain Operating System
- ✓ Adjusting your language and behaviour to gain access to the customers logical and emotional brain.



Building Intimacy Remotely

Cultivate emotional closeness whilst socially distant! Learn how to soften the edges of your sales approach to grow that all-important emotional connection with your clients.

The focus of this session is to construct an environment that enable the customer to feel connected to you and your value proposition. With a myriad of communication channels now available, how to choose the blend that is right for the customer, and what tools to use to stay in front of the customer for on and off-line connectivity.

There's a time and place for technical jargon and calculated, results-based communication, as there's one for a friendlier, more conversational tone. Learn the power of blending the two, creating a balanced exchange that conveys both professionalism and humanity. With this closer relationship, clients will feel comfortable opening up just a little more, allowing delegates to read between the lines and uncover as much about what's said as what isn't said, and spot those emotional triggers that will build better relationships and more impactful solutions.

The programme also provides techniques to improve online sales presentations and follow up's. In the 'Real Deals' module, delegates will explore opportunities at each sales stage, finding the perfect harmony between relaxed relatability and buttoned-up banter.



Growing Relationships Remotely

Learn psychological heuristics using various communication vehicles to enhance your remote contact strategy and grow your relationship with your accounts.

The focus of this session is to help delegates explore the importance of building connections outside of sales meetings. Even if you're back in a face-to-face sales scenario, there is a lot of selling that goes on outside these circumstances. What we do outside of such formal interactions to make ourselves present to both the contact and the wider stakeholders is of the utmost importance.

How do we continue move up the relationships ladder outside of the meeting, how do we maintain and build connection when we are not physically present is highlighted in this session. The conscious use of small gestures will bridge the emotional gap left by remote interactions and lay the groundwork for healthy working relationships once external events are available again.

Utilising the Contact Grid, delegates will learn best practice for building a contact strategy to maintain personal connections with their clients. A case study will demonstrate how the various tips and tricks that have been presented throughout the programme can be used strategically to help win a deal.

Key Learning

- ✓ How we received communications
- ✓ Communication during the different parts of the sales/buying cycle
- ✓ Utilising a multimedia approach pre and post contact
- ✓ Pro's and Con's of voicemail, voice texts, video mail, and other online multimedia tools -
- ✓ What is active listening and how to use it to determine personality type and emotional triggers / drivers
- ✓ How to build a champion

Key Learning

- ✓ Conducting an emotional audit to preempt the emotions during negotiation or objections.
- ✓ How personality shifts between problem solver vs adversarial stances in negotiation.
- ✓ Determining whether your customer will be a problem solver or adversarial negotiator utilising the Salecology Personality Colour System.
- ✓ How to shift the power dynamic to gain invisible control by using Calibrated questions.
- ✓ Dealing with online negotiation tactics
- ✓ Moving customers into a collaborative mindset to overcome problems and challenges in objections, negotiations or when delivering tough news.



Embedding Behaviours

Learn the psychological tricks, communication skills and strategies of online negotiation to build collaborative problem solving and a better outcome.

Personality can easily shift when people enter into negotiation, and sometimes they forget themselves. This part of the programme is not about negotiation tactics, it is about how to utilise psychology and personality to reduce the tension and personality shifts. Research shows that negotiating in virtual environment tends to reduce feelings of warmth and trust between parties, especially when the counterpart turns off the camera. People seem to gain strength and confidence, and might be more include to push harder, when not face to face.

This part of the programme looks at how to adapt the negotiation style and candour, leveraging the trust built to secure the desired results while fostering mutual respect. Identifying how people will act and behave, strategise for the emotions, and learn ways to move people from that irrational response, back into a more rational mindset where you can collaborate together to resolve the conflict and sign the deal.

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Why Salecology?

Salecology are the world's leading sales behaviour psychologists. We transform your team from the inside out. The Salecology methodology is the brain and applied behavioural science of building connections with your customers and influencing them to say YES, resulting in more sales.

At Salecology we offer a range of high impact services to help you and your company move from good to great. We have specialist expertise to help enhance and develop your organisation from individual sales improvement solutions to complete sales transformation. Our goal is to drive significant, sustainable impact

that will accelerate your business and deliver top line revenue growth. We have an unbeaten track record in giving companies the edge they need to succeed.

Our clients rely on the Salecology to keep their sales forces at the peak of their game, and we've helped them to achieve double-digit growth throughout one of the toughest trading periods in history. No organisation can afford to stand still in today's constantly evolving business environment. So we don't. At Salecology we make it our business to keep up with the world's most innovative and successful approaches to selling – and to translate them into solutions that deliver direct top line growth for your business.

Award Winning



EU Business
Awards

European Enterprise Awards 2020

Winner
Best Sales Coaching and Consultancy Firm

TOP SALES AWARDS

Finalist 2020

Best Sales Assessment Tools



Winner



UK ENTERPRISE AWARDS

Recognised Leader for Sales Emotional Intelligence



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