Advanced Inside Sales and Virtual Selling Strategies Training Course



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4100 € (Per Person)

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Course Introduction / Overview:

The global sales landscape has fundamentally shifted, with inside sales and virtual selling becoming the primary engines for revenue growth in countless industries. This transformation demands a new set of skills, strategies, and a modern mindset to succeed. This intensive training course is designed to equip sales professionals with the advanced competencies required to excel in today's high-growth, digitally-driven sales environment. Drawing on principles from leading experts like Jeb Blount, author of "Virtual Selling," this program moves beyond basic techniques to explore the nuances of building rapport, creating value, and closing deals entirely through digital channels. Participants will learn to leverage technology not as a crutch, but as a powerful enabler for creating meaningful customer connections. BIG BEN Training Center has developed this curriculum to provide a comprehensive roadmap, covering everything from optimizing your digital presence to mastering the art of the virtual close. This course is an essential investment for any individual or team looking to not just adapt to the new era of sales, but to lead it with confidence and achieve exceptional results.

Target Audience / This training course is suitable for:

- Inside Sales Representatives.
- Account Executives and Account Managers.
- Business Development Representatives (BDRs) and Sales Development Representatives (SDRs).
- Sales Managers and Team Leaders.
- Sales Enablement Professionals.
- Entrepreneurs and Business Owners.
- Traditional Field Sales Professionals transitioning to virtual roles.
- Customer Success Managers involved in upselling and cross-selling.

Target Sectors and Industries:

- Technology and Software as a Service (SaaS).
- Financial Services and Insurance.
- Professional Services and Consulting.
- Healthcare and Medical Devices.
- Telecommunications.
- Manufacturing and Distribution.
- Government agencies and public sector sales teams.
- Real Estate and Property Technology.

Target Organizations Departments:

- Sales Departments.
- Business Development Departments.
- Marketing Departments.
- Customer Success and Account Management Teams.
- Commercial and Revenue Operations.
- Partnership and Channel Sales Teams.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a high-performance inside sales process tailored to a virtual environment.
- Master advanced digital prospecting and social selling techniques on various platforms.
- Build and manage a robust sales pipeline using modern CRM and sales automation tools.
- Deliver compelling and persuasive virtual sales presentations and product demonstrations.
- Effectively read and adapt to digital body language and virtual cues.
- Handle complex objections and navigate challenging negotiations in a remote setting.
- Utilize data and analytics to forecast sales and improve performance.
- Implement strategies for customer retention and account expansion through virtual channels.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement, retention, and practical application. This course rejects passive learning in favor of a dynamic, interactive experience that mirrors the real-world challenges of virtual selling. The program is built upon a foundation of expert-led instruction, where complex concepts are broken down into understandable and actionable modules. This is heavily supplemented with practical, hands-on activities, including live role-playing of virtual sales calls, simulated negotiation scenarios, and peer-to-peer feedback sessions. Participants will work in teams on real-world case studies, analyzing successful and unsuccessful virtual sales campaigns to extract key learnings. Group discussions and brainstorming sessions will encourage the sharing of diverse perspectives and collaborative problem-solving. We emphasize a coaching-style approach, providing personalized feedback to help each participant identify their strengths and areas for improvement. This blended learning model ensures that participants not only understand the theories of high-growth inside sales but also leave with the confidence and skills to implement them immediately.

Course Agenda (Course Units):

Unit One: The Foundation of High-Growth Inside Sales

- The evolution from traditional sales to modern inside sales.
- Understanding the psychology of the virtual buyer.
- Key performance indicators (KPIs) and metrics for inside sales success.
- Structuring the modern sales process for a digital-first world.
- The role of sales enablement in a remote team.
- Developing a winning mindset for virtual selling.
- Ethical considerations in digital sales and communication.

Unit Two: Mastering the Virtual Selling Technology Stack

- Optimizing your CRM for inside sales productivity.
- Leveraging sales automation and engagement platforms effectively.
- Essential tools for video conferencing and virtual presentations.
- Using social selling tools for prospecting and relationship building.
- Introduction to sales intelligence and data analytics platforms.
- Creating a professional and effective remote selling workspace.
- Ensuring data security and privacy in a virtual sales environment.

Unit three: Advanced Digital Prospecting and Pipeline Generation

- Crafting compelling value propositions for a digital audience.
- Advanced LinkedIn and social selling strategies.
- Developing multi-touch email outreach cadences that get responses.
- Modern techniques for effective cold calling and voice messaging.
- Leveraging content and personal branding to attract inbound leads.
- Strategies for qualifying leads efficiently in a virtual setting.
- Building and maintaining a healthy and predictable sales pipeline.

Unit Four: Executing High-Impact Virtual Sales Interactions

- Preparing and structuring for a successful virtual discovery call.
- Mastering the art of the virtual product demonstration.
- Techniques for building rapport and trust through a screen.
- Reading and interpreting digital body language and engagement cues.
- Asking powerful questions to uncover deep customer needs remotely.
- Presenting proposals and business cases effectively in a virtual format.
- Managing group meetings and navigating buying committees online.

Unit Five: Virtual Negotiation, Closing, and Account Growth

- Advanced strategies for handling objections in a virtual environment.
- Digital negotiation tactics and techniques.
- Creating urgency and closing deals without in-person contact.
- The virtual handoff process to customer success or onboarding teams.
- Strategies for upselling and cross-selling with existing clients remotely.
- Conducting virtual quarterly business reviews (QBRs) for account growth.
- Using sales data for accurate forecasting and continuous performance improvement.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As AI-driven sales tools become more sophisticated, how can sales professionals maintain genuine human connection and ethical standards in a virtual environment?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the timeless strategies and psychological principles of influence, rather than just the transient tools of the trade. While many programs concentrate on how to use specific software, this training delves into the 'why' behind successful virtual selling—how to build genuine trust, create undeniable value, and foster human connection through a digital medium. The curriculum is built on a foundation of behavioral science and communication theory, adapted specifically for the nuances of the virtual environment. We emphasize mastering skills like interpreting digital body language, crafting compelling narratives for virtual presentations, and navigating complex negotiations without the benefit of physical presence. The content is forward-looking, preparing participants not just for today's market but for the future of sales, where adaptability and emotional intelligence are paramount. By prioritizing strategic thinking and core human-to-human sales skills over platform-specific tutorials, this course equips professionals with a versatile and enduring toolkit for high-growth success in any virtual selling landscape.