

# The Psychology of Virtual Selling (Code: PVS)

Evolution-U Sales Effectiveness Business Suite

One Day online format - Foundation



The Evolution-U Sales Effectiveness Business Suite is a focused offer of engaging soft skills trainings, providing usable tools for measurable performance gains praised by our clients

## Course Outline

Selling virtually presents a new set of challenges that many businesses continue to struggle with. This two one day virtual training introduces concepts to bridge the gap created in the Covid economy where coffee table chats and personal contact are less frequent or even non-existent. The content taught draws on leading NLP and sales psychology research to deliver a virtual strategy for taking back s control of the sales process.

## Learning Objectives

By taking this course, participants will:

- Develop a series of techniques for building rapport, the foundation of successful selling;
- Learn the Trust Equation and how to use it to fast track relationship building online;
- Learn the underlying drivers of sales psychology and develop awareness of how to reframe the process thereby reducing the anxiety, resistance and doubt commonly associated with the selling;
- Use the 5-Step Sales Process, adapted for online application;
- Assess and develop client needs using a 3-level questioning structure;
- Deal with common objections and participate in group exercises for developing responses to them;
- Learn the linguistic skill of reframing for dealing with objections and complaints;
- Participate in multiple role plays and review sessions.

As well as instructor led presentation, class exercises and role plays form an important part of this training. The instructor will facilitate discussion using the role plays as reference points for adding theory.

## Course Content

### WEBINAR # 1 (90 MINUTES)

#### **Online Rapport Techniques** (*instructor led + group exercise*)

Most people don't like being sold to. Meanwhile, online selling is more difficult than face to face; it is far easier for a virtual 'target' to disengage. Accordingly, transitioning from a sales type pitch to conversational business development is even more important online. In this section techniques for generating rapport online are discussed and participants are encouraged to share their best practises and develop new techniques that can be put into immediate effect.

#### **The Structure of Trust**

Understanding the Trust Equation is at the core of being a trusted advisor. An ability to operate within its boundaries and generate accelerated and long-standing trust is the ultimate objective of this section. The module focuses on analysing the four dimensions of trust, namely Credibility, Reliability, Intimacy and Self Orientation.

## WEBINAR # 2 (90 MINUTES)

### **Introduction to Sales Psychology** *(instructor led)*

Understanding the psychology underlying the process of the sale is valuable in developing ones own sales style. This section analyses the reasons why a client buys and gives participants a guide for pre-sales pitch analysis and preparation.

### **The 5 Step Virtual Sales Process - Wireframe** *(instructor led)*

Every sales process ever developed has a series of steps and in a virtual world, this is no different. However, given the challenges of virtual selling, adhering to the steps in the sales process is more pertinent. In this section participants are introduced to the wireframe (outline) of a simple yet effective sales process, the roots of which come from neuro linguistic programming. This sales process is then expanded on as the training progresses.

### **Assessing & Developing Needs** *(instructor led + group exercise)*

Following on from the 5 step virtual sales process, we now progress to a critical part of any sales process; questioning. There are many good questioning models available and in this section we look at Level 1, 2 and 3 and how they can be used to ascertain facts, understand needs and drive desires. In a virtual setting, the ability to manage the time available and maximise information flow is critical. A good questioning model facilitates this.

## WEBINAR # 3 (90 MINUTES)

### **Dealing with Objections & Price Resistance** *(instructor led + group exercise)*

In most sales the most common objection is price. By learning techniques to deal with inevitable price resistance we aim to manage a barrier that often derails the sale. In this section, techniques for dealing with objections and inevitable price push back are proposed and group discussion is encouraged so the principles can be applied in a setting relevant to the participants.

### **Reframing** *(instructor led + group exercise)*

The linguistic technique of reframing is used to reduce resistance, deal with objections, and generate options. This technique is used frequently in sales, negotiation and mediation and is considered one of the more difficult NLP based techniques to master. A readily usable structure to develop reframes is taught and exercises are conducted allowing participants to practice generating reframes to everyday business situations.

## WEBINAR # 4 (90 MINUTES)

### **Role Play & Analysis** *(instructor led + group exercise)*

The final session focuses on review and application of the content via role play. At the clients option, the scenarios to be used for the role plays will be developed in partnership with the client in order to maximise applicability to the workflow of the participants. Alternatively generic role plays can be provided.

### **Review & Post-training Strategy** *(instructor led + group breakout)*

Any training is only worth as much as the participants take away from it and apply to their work. In this final section participants are invited to review the content covered during the day and identify the most valuable take-aways both individually and in groups. The objective is to generate a class 'top skills' list which everyone will commit too using and thereby ensuring the training success.

This training course is fully certified by Evolution-U.

For more information & reservations please contact Jessica  
[jessica@evolution-u.com](mailto:jessica@evolution-u.com) or call +852 9498 9067

[www.evolution-u.com](http://www.evolution-u.com) • [www.linkedin.com/in/neilorvay/](https://www.linkedin.com/in/neilorvay/)

NLP Communication Skills • Collaborative Communications • Pitching & Presenting • Media Training  
Sales Effectiveness • Building Trust • Negotiation Theory • Diversity & Inclusion • Design Thinking  
Persuasion Psychology • Personality Profiling • Leadership • Teambuilding • Personal Empowerment