

# The Psychology of Virtual Selling (Code: PVS)

Evolution-U Sales Effectiveness Business Suite

2 hour webinar format - Advanced



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 hour webinar 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 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;
- Learn how to apply psychological triggers for increasing influence and embed them within the sales pitch.

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

### **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.

### **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.

### **Using Persuasion Psychology to Empower your Sales Pitch** (*instructor led + group exercise*)

Making our sales pitch stand out is more important now than ever. Our clients are as human as the rest of us when it comes to Zoom and Webex calls; they get distracted and remain focused for less time. In this section, a series of psychological triggers are introduced that have immediate business application and challenge participants to consider how to use the principles to enhance their sales pitch, retain clients attention, and increase the likelihood that the key messages are remembered. Based on scientific research these psychological triggers are proven to improve outcomes across culture and language. This section will include group breakout sessions.

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