

WORKSHOP:

SELLING OUR MESSAGE – ADAPTING FOR DELIVERING BETWEEN THE VIRTUAL AND THE FACE TO FACE WORLD

Everybody who interacts with customers and distributors should be able to articulate the key elements of the company proposition with confidence and clarity - whether delivered in a face-to-face (F2F) or virtual environment.

Introduction:

As a result of the COVID 19 pandemic, many companies had to change their usual operating model to accommodate a great majority of staff working virtually - both in respect of their colleague and customer distributor interactions. Clients had to adapt and provide support to their teams to help them adjust to ensure ongoing effective delivery of sales pitches, relationship meetings and manage virtual negotiations.

The current challenge:

As many companies are now returning to a new world that combines both virtual and the opportunity for F2F interactions, many sales and account management teams are finding they are 'ring-rusty' in being really effective in those limited F2F opportunities. They are also wrestling with when to stay with virtual meetings and when is it most valuable to get in front of clients F2F.

This virtual training programme is highly interactive and provides guidance and support to those sales and account management teams who have the critical role of sharing their company proposition to ensure we stand out from our competitors.

It is tailored to reflect the specific nuances and challenges of your business to ensure a high degree of applicability and relevance to your own approach to sales and account management.

Workshop Purpose:

This virtual workshop firstly focusses on identifying and articulating our unique company features and benefits. We will ask delegates to 'stand in your customers shoes' to consider:

- **Why do customers choose to place their business with us?**
- **What customer needs are being addressed by our proposition**
- **How can we effectively articulate our proposition against these needs and tailor this to our audience?**

Secondly, it looks differences we need to be aware of when selling and managing relationships in either a virtual or F2F environment.

- **What differences in approach work most effectively between the two?**
- **What are the key 'watch-outs' and 'pitfalls' to avoid and how can we counter?**

WHO SHOULD ATTEND?

This workshop is aimed primarily at those in customer facing roles such sales and account management teams who have the responsibility of 'selling' their company proposition to customers and the market. It is however, a workshop that is valuable to any member of an organisation, as everyone should have the ability to sell and reinforce the company proposition when the need arises.

WORKSHOP STRUCTURE

Due to the highly interactive nature of this virtual workshop, it is recommended that it is delivered to groups of 12-16 to ensure maximum engagement and participation.

This workshop is split into two parts:

- A 30-minute recorded session followed by individual preparation for the virtual classroom session
- A 120-minute interactive session with a combination of group discussions, break out exercises and group feedback
- In addition, an accompanying reference document that summarises the key differences to be aware of will be provided.

"After several months of staring into a computer screen the team was feeling weary. With the realisation that our customer interactions will continue like this, we deployed 'Managing Customers in a Virtual World' to our front line teams.

There were so many useful hints and tips that have made a significant difference to how we manage our interactions. It has also given people more confidence. Soon after the training, we had two new business presentations and we secured both contracts.

Our clients specifically referenced how well the meetings had been conducted. There is no doubt that using the training we had helped to make the difference."

Teresa Wighton, UK Group Sales Director, Bupa Global

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PRAISE FROM OUR DELEGATES

“Highly interactive learning experience with some very valuable information shared with all. Detailed feedback provided by the Tutors. Thank you to the Tutors Alan and Mark.”

“Great work. Loved the workshop. Usually online training feels very tiring but this one was not. Lovely breaks in between and team work was great. Thank you”

“The pace of the session was great and I think that the tutors were excellent at providing relevant feedback to all participants.”

“It was a really useful and relevant session. A manageable amount of time to commit with defined ‘bite size’ content which built nicely on previous learning. A couple of key points of valuable feedback for me to take away and work through. The group atmosphere felt really positive, open and supportive”

“Very clear when giving examples and explaining topics. Very understanding when the participants were asking questions and expressing concerns. Fantastic virtual learning experience, something which is very different and certainly exceeded my expectations.”

“The training session was really good, picked up some really good tips on improving my virtual meeting techniques. Tutors were really good.”

“The best session we have had with you yet - thank you!!”

About Customer Attuned

Business success today is dependent upon how well staff, systems and customers are managed. When they work together they positively impact the P&L.

To improve performance, increase sales and deliver a superior customer experience, you need to have the right business capabilities, staff competencies and customer management techniques in place.

- Improve the quality of your customer relationships
- Grow your share of value within existing customers
- Improve organisational and channel efficiency
- Gain new customers and turn them into profitable relationships
- Keep and develop your people to deliver your customer promise



We help you to identify what’s failing and develop tools and skills to deliver the experience that your customers want and need.

CO-CREATING TRUST-BASED B2B RELATIONSHIPS FOR MUTUAL VALUE

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