



**SHEET
PLANT
ASSOCIATION**

ADAPTING YOUR SELLING STYLE FOR THE VIRTUAL WORLD

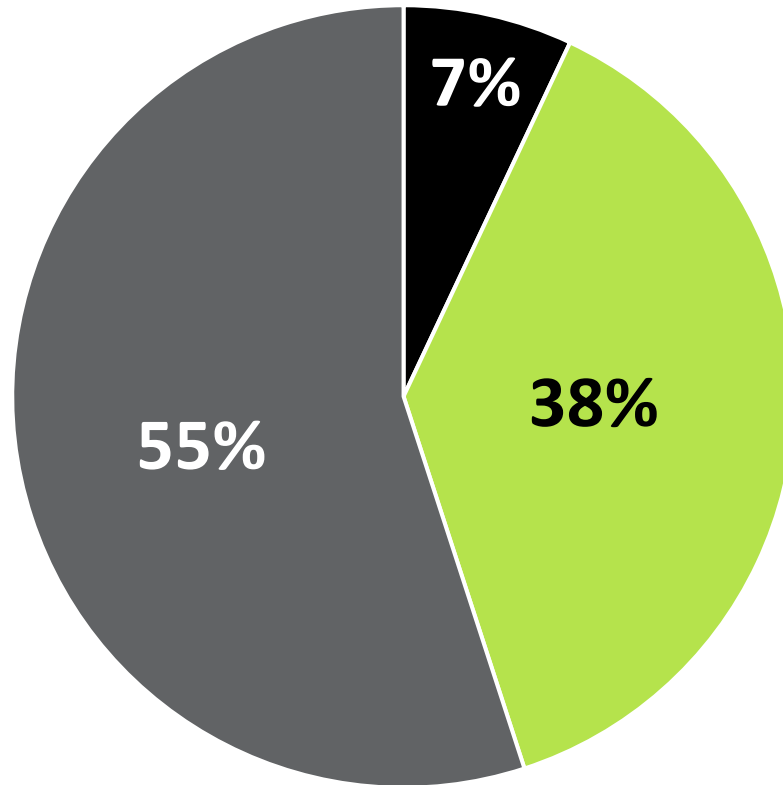
19TH FEBRUARY

HOSTED BY JASON WALKINGSHAW & CRAIG HERD

SBRConsulting

'SILENT MESSAGES' FACE-TO-FACE: MEHRABIAN (1971)

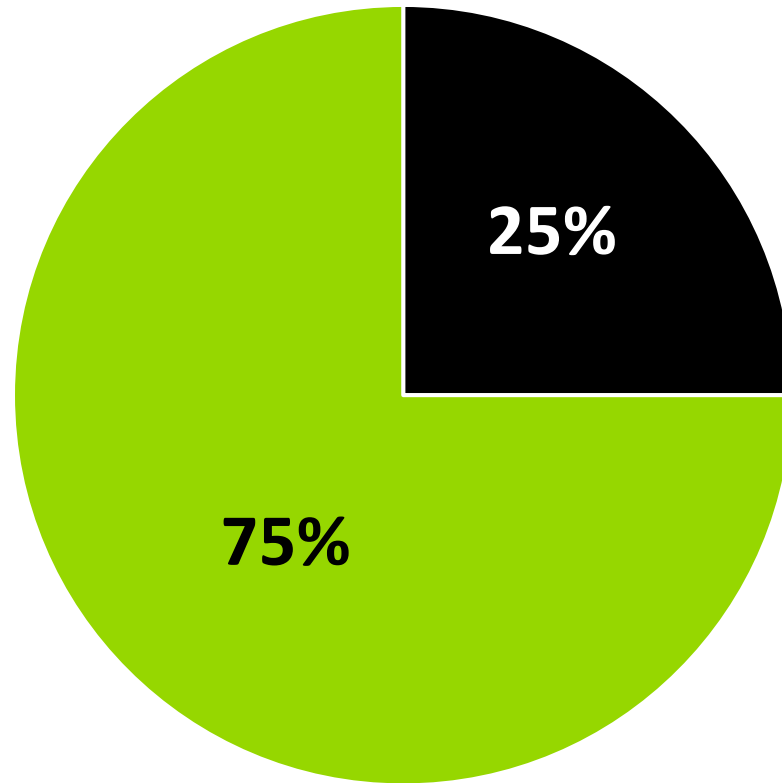
■ Words ■ Tone ■ Body Language



Customers may forget what you said but they'll never forget how you made them feel.

'SILENT MESSAGES' PHONE

■ Words ■ Tone & Body Language



Customers may forget what you said but they'll never forget how you made them feel.

Words

- U.C.O.W.
- Prep what you are going to ask.
- Have a word track.
- Avoid using jargon or TLA's.

Tone

- Varied Speed, Pitch, Volume (Vocal variation).
- Adapt your level of familiarity.

Non verbals

- Pauses.
- Eye contact.
- Dress appropriately.
- Virtual background.

VIRTUAL SELLING TOOL KIT

01

Manage your Tech & Environment.

05

Stories vs Facts.

02

Humanise.

06

Interactive.

03

Follow a proven sales process –
QUIS

07

You are the conductor.

04

Pre-Approach & Preparation.

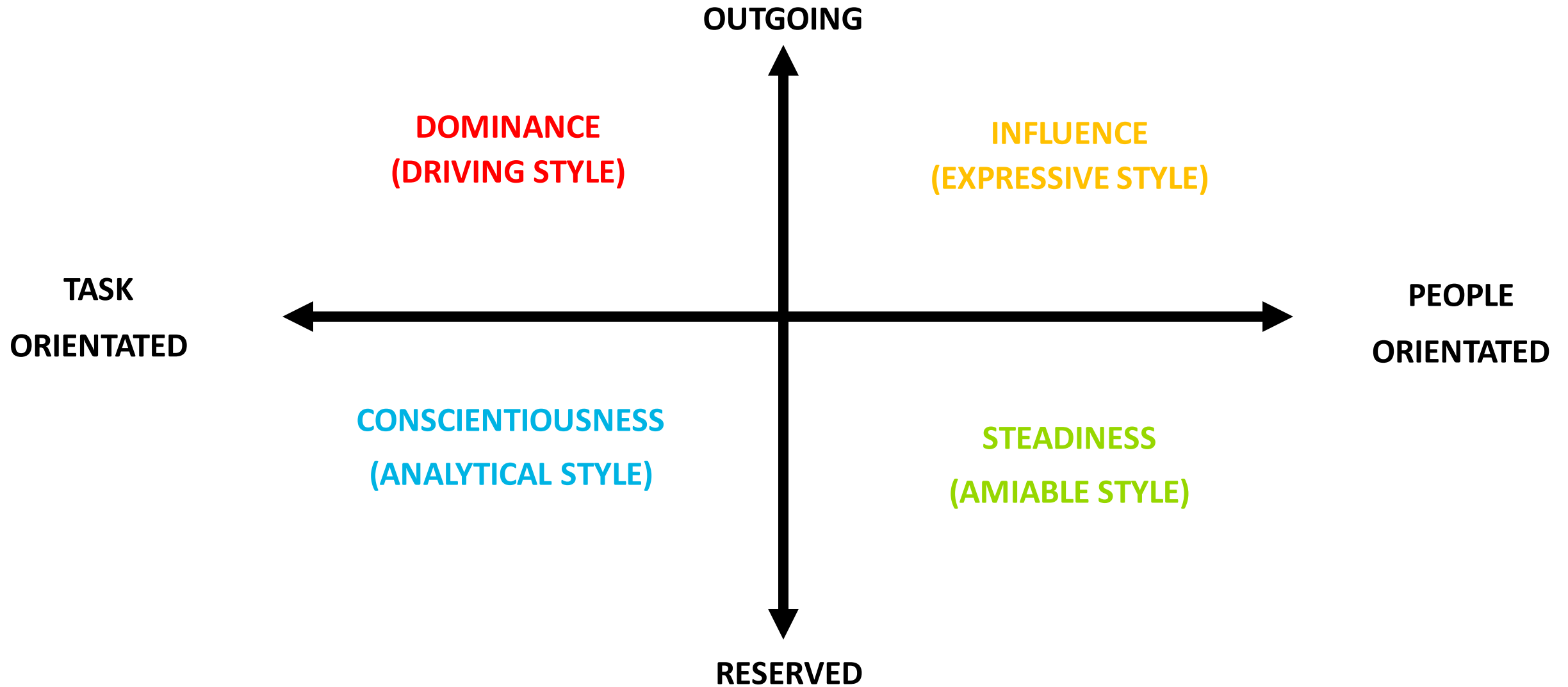
08

Adapt and Evolve.

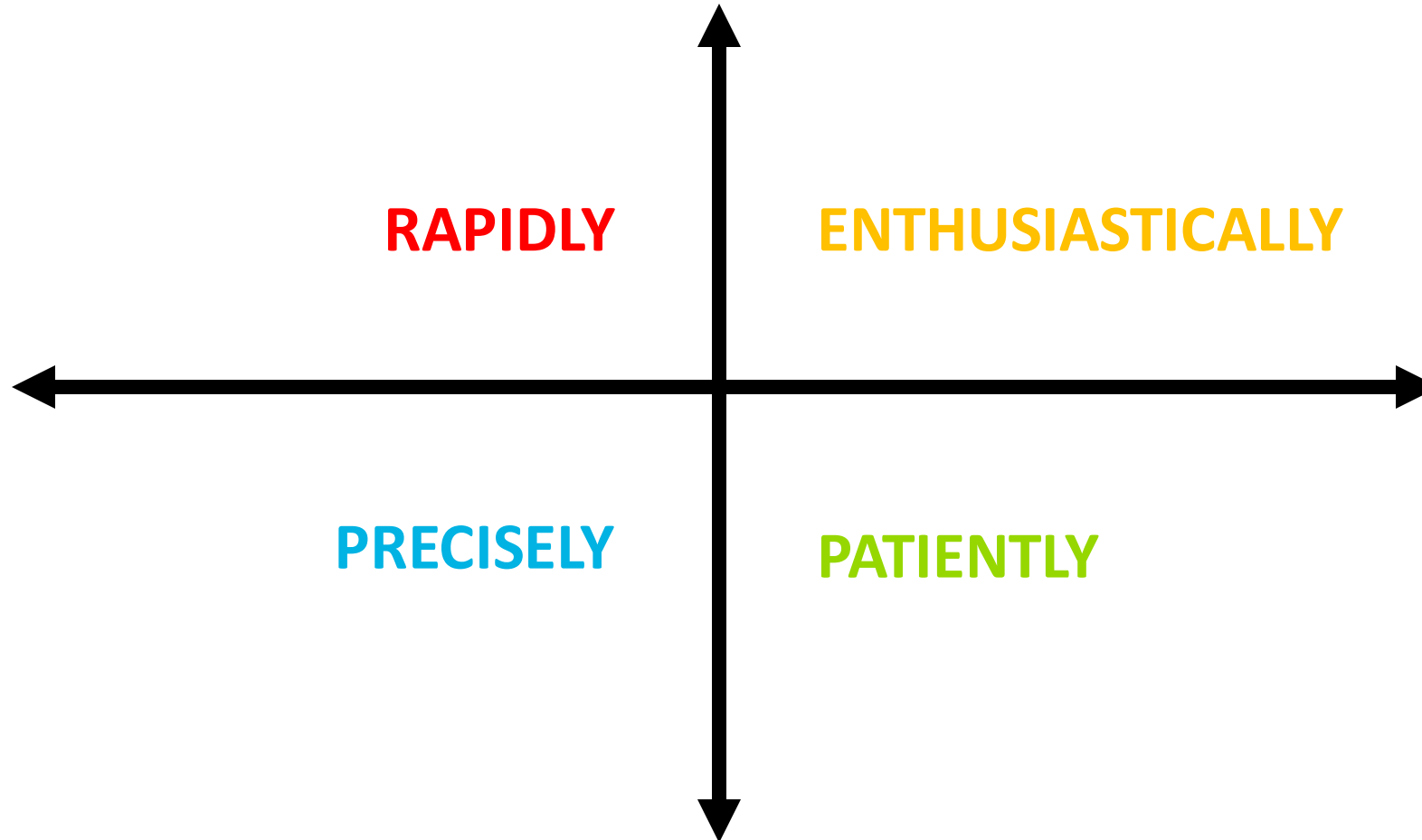
≡ UNDERSTANDING THE CLIENT: BECOMING A CHAMELEON



UNDERSTANDING THE CLIENT: BECOMING A CHAMELEON



 IF YOU ARE DEALING WITH SOMEONE, YOU SHOULD APPROACH THEM...



QUALIFICATION FRAMEWORK

Qualification Criteria	Questions	
Need	What do they want and why do they want it	
Timeline	When do they need it?	
Authority	What is the process?	
	Who else is involved?	
	What are the criteria?	
Budget	How is it being funded? What is the budget?	
Obstacles	Competition – We know who we are competing against? (internal/inertia/direct and indirect)	
	Solution – Can we match all their technical requirements?	
	Uniqueness – Do we know that we have a clearly differentiated offer vs the competition?	

- **VIRTUAL SALES**
- **SILENT MESSAGING**
- **VIRTUAL SELLING TOOL KIT**
- **ADAPTING YOUR STYLE**
- **SLIGHT EDGES**
- **QUALIFICATION**



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