

5 WAYS TO CRUSH REMOTE SALES IN 2021

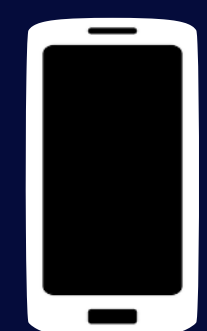
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Secrets for success in remote selling



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#1

Secrets for success in remote selling

Preparation is everything

- Email Zoom instructions to homeowner
- Include a short Zoom tutorial (YouTube)
- When sending a calendar invitation use name that's interesting and compelling
- Prepare any quotes/illustrations when possible
- Don't lock them out: enable join before host
- Look them up on Google, social media or LinkedIn (anonymous mode)

#1

Secrets for success in remote selling

Just Act Naturally

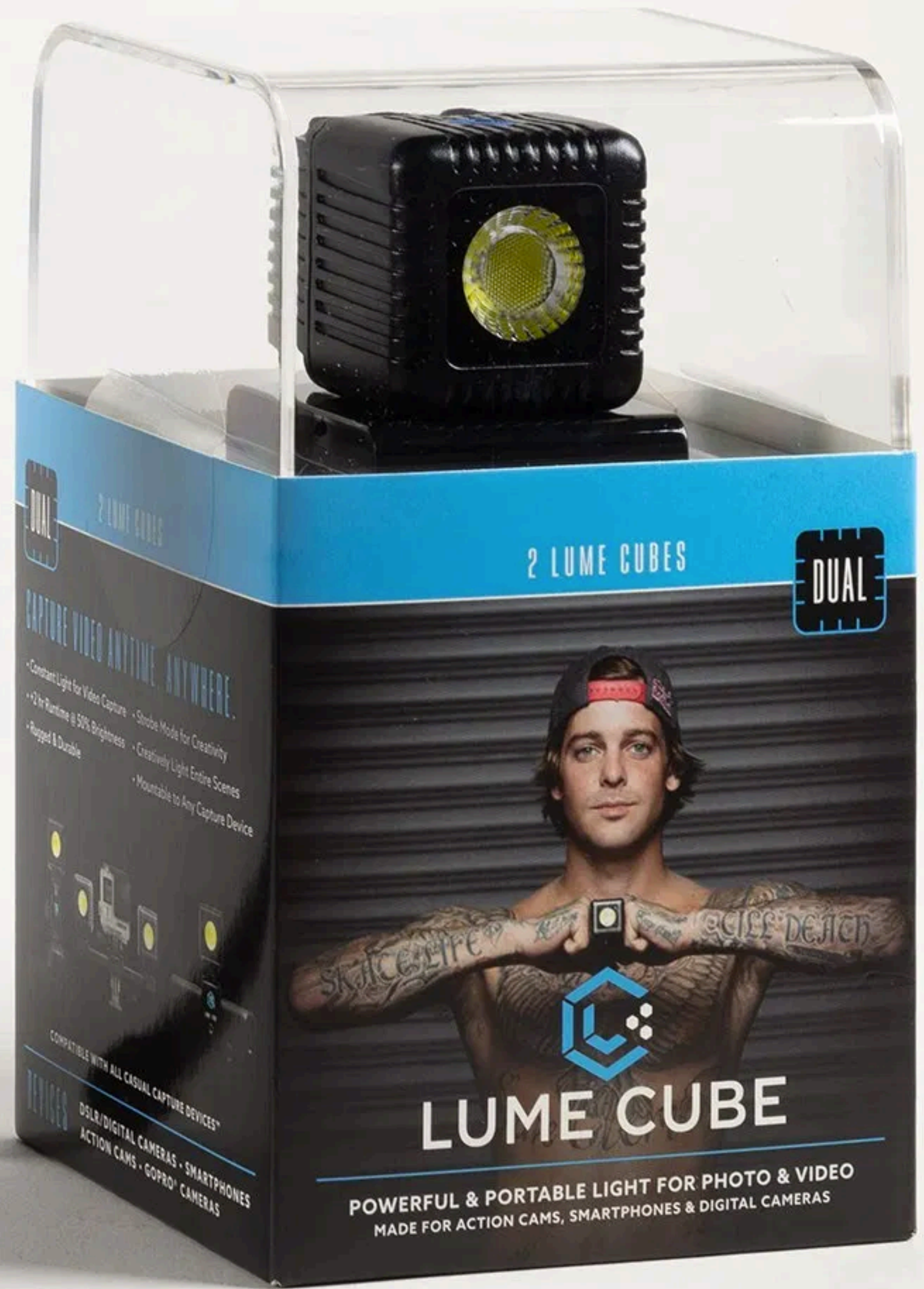
- Practice a few sessions solo (record!)
- Look at the camera!
- People are nicer to those they can see
- Watch your body language & posture
- Avoid giving the 'sly eye'

#1

Secrets for success in remote selling

Lights, camera- action!

- Improve your lighting
- Elevate your laptop for web-cam





BEFORE



AFTER






zoom

Settings

- General
- Video**
- Audio
- Share Screen
- Chat
- Background & Filters
- Recording
- Profile
- Statistics
- Keyboard Shortcuts
- Accessibility



Camera

FaceTime HD Camera (Built-in)

Original ratio HD Mirror my video

My Video

Touch up my appearance

Adjust for low light

Always display participant name on their videos

Turn off my video when joining a meeting

Always show video preview dialog when joining a video meeting



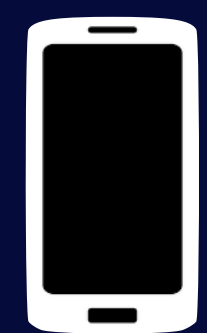
Secrets for success in remote selling

- ✱ This isn't a 'please like me' video date
- ✱ You're somewhere between video educator and entertainer
- ✱ Use a structured sales process

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Set the stage

- Face the light....
- You can record Zoom sessions
- Background noise? Microphone
- Mirror your customer with Zoom backgrounds-
- How to dress (put them at ease)

What is the 1st sale?

- What do you want them to do?
- 2 questions to always ask (the why & time)
- Are you asking for the sale?
- How will you digitally engage? App?
- Mirror your customer with Zoom backgrounds

Create a 'deck'

- Use bold yet simple visuals
- Have a narrative and follow the plot
- Keep them visually engaged- especially on recorded video messages
- Good privacy practices are a must

MOST HAVE THIS IN COMMON

SKEPTICISM



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ASK THIS ONE QUESTION



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Find Out

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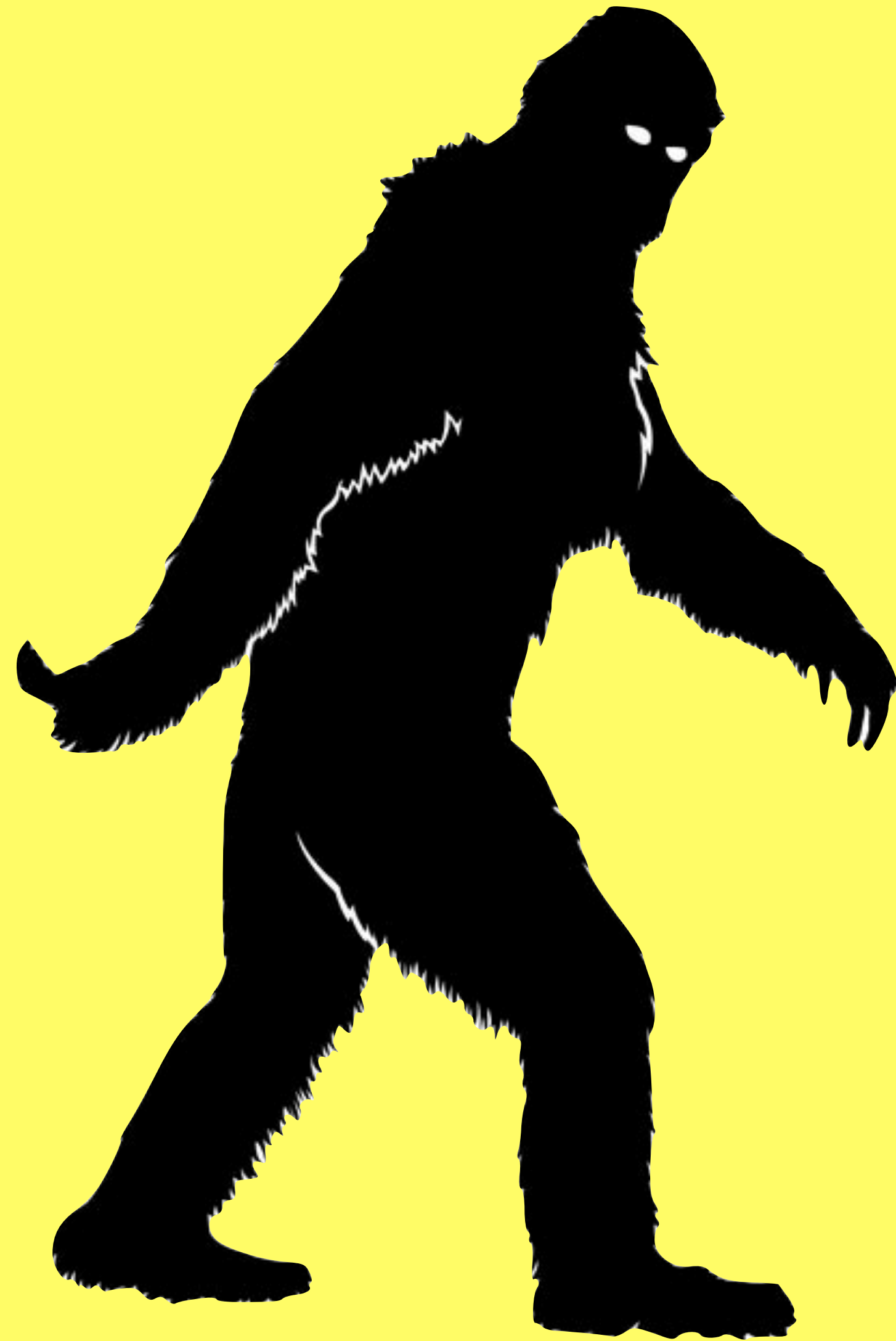
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Start with the end in mind

- What are their goals?
- What would make this meeting a success?
- How much research have they done?
- What's most important? Cash flow? Choices?
- Be prepared to run a live 'what-if' scenario showing before/after RM.



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Don't bore them!

- Screen-sharing opens limitless options
- ZOOM...not the app but on your screen
- Use simple clear concept images
- Make it about them...their situation

Secrets for success in remote selling

Wrapping it up

- Hard copy of materials?
- Loom video works easily & is effective
- Thank them for their time and mention your next meeting or...
- Send them a Calendly Link to schedule
- Best to follow up in 24-48 hours

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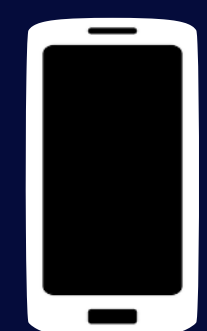
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Know your market- Get the Widget



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