



e-learning

Digital Sales

Digital Sales, sometimes also called Virtual Sales, is the use of digital tools in all phases of the sales process. Customer meetings take place exclusively online. A central element is web demos, which have been around for a long time in the software industry. The demand for them is growing exponentially. You will learn how to actively use digital sales in all phases of the sales process, what is particularly important, and which mistakes you should avoid at all costs. Increase your customer contact and conversion rates.

Group of participants:

Employees who want to use digital tools in all phases of the sales process.

Duration: **approx. 1 hour**

Language:  

Learning objectives

- ✓ Know what is particularly important in digital sales and how to avoid typical mistakes
- ✓ Learn how to conduct successful online meetings
- ✓ Learn how to integrate presentations and interactions digitally
- ✓ Know how to come across as professional and likeable online

Contents

- What is the difference between digital sales and traditional sales?
- How digitally fit am I?
- How can I overcome my inhibitions about online meetings?
- In which phases of the sales process can I use digital sales?
- How do I prepare my online meeting professionally?
- How do I optimally prepare my digital infrastructure?
- How do I come across as likeable and professional on video?
- How do I build a relationship despite digital distance?
- How do I come across as professional and likeable online?
- How do I agree on the rules for the online meeting with the customer?
- What role does the voice play in digital sales?
- How do I introduce myself professionally in online meetings?
- How do I react when my clients don't turn on their camera?
- How do I avoid doing all the talking?
- What does my sales pitch look like online?
- How do I switch between presentation and conversation?
- What should a live online document look like?
- How do I deal with objections online?
- How do I get existing customers to make an online appointment?
- Social selling
- Can I still make phonecalls?
- How do I get customers to conduct negotiations online?



Information on the web
www.haufe-akademie.de/el



Let us advise you
Tel. +49 761 595339-10 • digitales-lernen@haufe-akademie.de