

ELECTRIFY YOUR SALES IN 2021

4 WAYS TO TAKE THE LEAD IN VIRTUAL SELLING

RAIN Group's 4 Virtual Selling ImperativesSM represent the aspects of selling virtually that are most different from a face-to-face approach. For sellers looking to close the gap, create stronger relationships, and secure more business virtually, it's imperative to *Take the Lead* in these key areas.



1. CONNECT

PROJECT PROFESSIONALISM



Attend to your video and audio quality, lighting, background, and your appearance to connect with buyers by following [these tips](#).

ORCHESTRATE CONVERSATIONS

1. Open strong
2. Collaborate
3. Check in frequently
4. Close with next steps
5. Follow-up with summary

Lead effective virtual conversations and prepare with our [Virtual Selling Checklist](#).

DEVELOP RAPPORT



87% of sellers say building rapport virtually is challenging. Follow [these 7 ideas](#) to make it easier.

2. ENGAGE

CAPTURE ATTENTION



91% of sellers report that gaining and keeping buyers' attention is challenging. Learn to [keep buyers engaged](#).

MAXIMIZE ENGAGEMENT

30+3

Use the 30+3 Rule to capture buyers' attention in the first 30 seconds and re-achieve it every 3 minutes by checking in, asking for questions, and creating intrigue.

INSPIRE VISUALLY



86% of buyers say sellers use poor visuals during online meetings.

80% of buyers say sellers lack presentation skills.



3. COLLABORATE

FACILITATE INTERACTION



82% of sellers find collaborating and interacting with buyers virtually challenging. Gain confidence using [these 5 steps](#).

MASTER TECHNOLOGY

Become familiar with and use the following to collaborate with buyers:

- Whiteboarding
- Polls
- Curated document sharing
- Surveys
- Screen annotations
- Demos
- Notetaking

ENABLE BREAKTHROUGHS

SHOWING ME WHAT'S POSSIBLE OR HOW TO SOLVE A PROBLEM



Close the gap by inspiring buyers with new ideas, redefining buyer needs, and maximizing the value of your offering.

4. INFLUENCE

PERSUADE VIRTUALLY



People buy with their hearts and justify with their heads. You must appeal to buyers' emotions with a series of cases to drive change.

STRENGTHEN RELATIONSHIPS



88% of buyers say developing relationships with buyers virtually is challenging. Strengthen your relationships with [these ideas](#).

AMPLIFY REPUTATION



82% of buyers look up sellers on LinkedIn before replying to outreach efforts. Use [these 31 tips for selling on LinkedIn](#).

LEARN TO TAKE THE LEAD WITH BUYERS

Download The Ultimate Virtual Selling Toolkit, which includes a 40-page ebook on the 4 Virtual Selling ImperativesSM, plus the checklists, frameworks, and tools you need to *Take the Lead* with buyers. [Download the toolkit now >>>](#)

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