



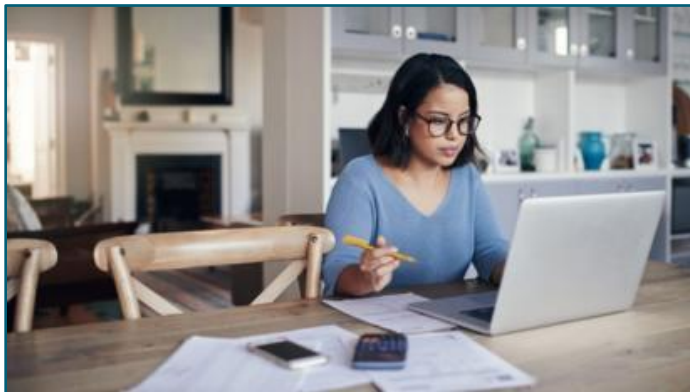
A Guide to Selling from Home

In the context of the COVID-19 outbreak, many companies are requiring their employees work from home. Selling is a special skill that usually requires face to face meetings. For most people, it is easier to create a connection with a client by talking in person. For them, it is easier to communicate and prove their expertise by being near to the potential customer.

When working from home is not a choice, creating a daily work strategy and being sure that you are on top of things is a must. We must admit, working at home is not for everyone and if you are not used to it, distractions can disrupt your sales productivity.

These are challenging times, and we are here to help and boost your sales performance through a series of top tips we are using that may help you as well.

Optimise your sales space



You start your day by getting ready to engage with your leads and hopefully to close that deal!

Because your home workplace will play an important role in your sales activities, it is important to customise this space to be a stress-free and quiet zone where you can concentrate. Don't have a separate room? Find an area with minimum traffic flow or a corner of a room which is usually noise-free and/or invest in a good headset that allows you to focus on the call regardless of what's happening around you!

Studies show that a delicate blend of soft music combined with soothing nature sounds, such as waterfalls, raindrops, a rushing brook or ocean waves activates the calming part of your brain, helps you concentrate and lowers heart rate and blood pressure.

Communication is the key

When selling remotely, you can still engage with your leads via lots of different technology. Don't forget that communication is the key and you have an opportunity to try something new rather than simply emailing your prospects.

Find out from your contacts how they would prefer you keep in touch with them - it could be via SMS, WhatsApp, or other instant messaging platforms, these can help avoid the time lag associated with email. However, be careful not to get dragged into a melee of back & forth micro-messaging as this can create confusion. Instead, create a schedule to contact all your existing accounts at regular intervals.

Video is the next best thing to face to face when building empathy and a good connection with your prospects. If you can, turn on your camera for all prospect conference calls, and experiment with platforms for personalised video follow-ups and introductions.

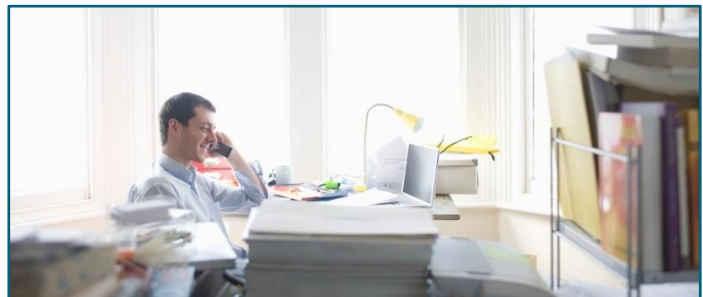
Is there is a dress code when working from home? It is recommended to follow your company's guidelines when it comes to your attire for video calls, also tailor your appearance to the person you are working or dealing with.

Remember, your customers are being disrupted by the current situation too, so be prepared for people not wanting to engage. Be understanding and let them know you will be there to support their business needs whenever they're ready.

Implement remote selling

Technology is playing an important role in remote selling and in optimizing every aspect of the buyer's journey. Through the Internet, buyers have access to a wide range of products and services. In this context, it becomes imperative to differentiate yourself from your competition.

Most salespeople find it easy to establish a strong connection with a potential client when talking in person. When selling remotely you can still build trust and a good connection with a bit of preparation. Go through the entire customer journey you typically experience for your target audience. At each stage of the buying cycle think about what you need to build trust and move the relationship to the next level.



Having a customised introduction is also important. Try to find out about the prospect's personal interests and hobbies, via LinkedIn, and their business goals via their company website. Do some internet research to find out what challenges the sector might face. Think about how your products and services can overcome these challenges. Use all this to prepare an impactful value proposition and give it to everyone you speak to, even to the gatekeeper!

On the call itself, ask great open questions and use your active listening skills, like paraphrasing. Active listening is important - Ideally, you should spend 80 percent of your time listening and only 20 percent talking.

On a final note...

In these challenging times, remember that you have the power to control your output. Successful selling from home is linked with your mindset, your ability to harness your natural selling skills and taking advantage of digital tools. Use this time to invest in your own personal development by taking online courses, reading and research.

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