

Virtual selling is here to stay. Sales professionals must master a new set of skills and best practices to establish competitive advantage and win more in modern B2B and B2C selling situations.

Janek's Selling Virtually™ (SV) program is purpose-built and research-based for modern business. SV enables virtual selling skills that boost productivity, enhance sales effectiveness, energize customer engagement, build trusting relationships, and achieve better outcomes.



### Benefits of Selling Virtually

- Immediately apply **best practices with customers**
- **Create a virtual stage** to amplify effectiveness
- **Build trust** without relying on in-person meetings
- More confidently **sell in a virtual environment**
- **Extend influence** with customers and prospects
- Offer omnipresent **expertise in hybrid virtual calls**
- **Virtualize skills** to plan, discover, present, engage
- Differentiate with a **better experience for customers**
- **Learn from experts** in virtual and in-person selling
- And more...

### Quick Facts

#### Perfect for

- Sales Professionals
- Marketing Professionals
- Service Professionals
- Customer-Facing Roles

#### Workshop Length

- 2, 3.75-Hour Sessions — Virtual
- 1-day — In-Person

#### Participant Materials

- Participant workbook
- SV Readiness Diagnostic
- Worksheets, Job Aides
- Print and Digital Materials

#### Delivery Options

- Instructor-led classroom
- Instructor-led virtual
- Train-the-trainer certification

Using real-world examples and hands-on activities, the SV program builds and extends the knowledge and skills which are critical for success in today's virtual ecosystem. The SV workshop offers a series of core skill-building modules with concepts, models, processes, discussions, polls, worksheets, solo activities, and group breakout activities (including role plays).

### **Program Objectives of Selling Virtually**

- **Understand the essentials** and advantages of SV and its impact on selling.
- Establish and maintain an **effective stage that fully enables virtual selling**
- **Establish and Virtualize your personal brand** to demonstrate credibility and attract interest.
- Craft and virtually deliver important and suitable insights that **persuade customers and prospects.**
- **Build trust while selling virtually** by demonstrating competence, good will, and honesty.
- **Strengthen skills** to plan, discover, present, and engage in a virtual ecosystem.
- **Plan and conduct** orchestrated, collaborative, and hybrid virtual sales calls.

### **Maximize your sales training investment**

Leverage the full scope of Janek's solutions to drive immediate and long-term results.

#### **Customization**

Let us adapt this program for your team's specific needs, industry, sales environment, and culture.

#### **Measurement**

Validate training effectiveness in terms of performance improvement, business results, and ROI.

#### **Reinforcement**

Take advantage of our turn-key and hands-on training reinforcement solutions.

#### **Technology**

Use an innovative technology solution to reinforce training in a convenient and fun format.

**"Many companies out there just pull a training off the shelf that may not relate directly to their company. But Janek Performance Group provided us with a customized solution, and the follow-through made a huge difference within our organization."**

**Lisa Pearne**  
VP Sales, California Casualty



### **About Janek**

Janek is an industry-leading, award-winning sales performance company. We service clients of all sizes, from startups to the Fortune 100, and have applied our proven methodology to diverse industries and verticals. Top executives turn to Janek for innovative solutions to their most daunting challenges.

With Janek, thinking is shifted from what you sell to how you sell. How aligns with the fundamental way buying and buyers have changed. How listens and learns to adapt. How differentiates. Bottom line: how results in more business, more often. It's time to rethink how.

**Ready to get started?**

To schedule training for your organization visit [www.janek.com](http://www.janek.com) or call **800.979.0079**

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