

VIRTUAL SELLING

Reduce Costs – Take Better Advantage of the Internet

EFFECTIVELY use Web Conferencing for

Sales

**Account Management
and Planning**

**Customer
Retention**

Opportunities Checklist

Column A – place a ✓ checkmark if you are already using web conferencing in this area

Column B – place an X if you are already using web conferencing in this area, and you could use improvement

A	B	When To Use Web Conferencing for Virtual Selling
		Webinars and Presentations to educate and train employees, customers, and channel about your products and services
		Executive B-2-B Relationships – start, build and enhance, between CEO's and VPs
		Collaboration between companies on issues that have mutual high gain for both companies
		Multi-Location – virtual meetings when all parties from both companies are in different cities
		Customer Retention – use web conferencing to help protect those clients and customers who are under heavy competitive assault
		Account Planning – use web conferencing for this critical function
		Account Management – set goals, resolve issues, brainstorm, jointly plan the next 24 months of service
		Day-To-Day Selling – present yourself and company, ask questions and qualify, give remote demos, identify customer needs and document requirements, sell value, negotiate and close the deal
		Technical Support – involve your company's technical people with the prospect's technical people – everyone is in a separate city
		In real time with colleagues and/or customer, edit the consulting plan, SOW, and contract

More Virtual.com offers services in the following areas

Assessment

Workshops
and Coaching

Custom
Designed
Solutions

Henry E. Liebling ("Hank")

Experienced Training Consultant

"blended experience" virtual working and traditional

Clients/Experience: AT&T, BellSouth, Great American Cookie Company, Microsoft, Monster, Nokia, Rich, Inc. (owned by Reuters), The Equitable, and more.

Have used 20 separate web conferencing programs since 1992. I do not resell web conferencing software.

Facilitated hundreds of live synchronous sessions for virtual meetings and distance learning.

Web Conferencing Training for Consulting Firm –
4 months after having started work with this company, they closed significant new revenue.

Virtual Presentation Opens Up New Revenue Opportunities –
Consulted a U.S. company on all aspects of a successful virtual presentation. Delivered to 100 senior leaders and middle managers 7200 miles away.

Sales Channel Training Program (Microsoft) – AWARD from U.S. Distance Learning Association.

Sales Specialist Certification Program for large account resellers. (Microsoft)

New Product Sales Training (BellSouth) – delivered using web conferencing and video conferencing.

Product Development/Launch – for U.S. firm, using web conferencing to deliver virtual service to other countries.

Distance Learning Training Program on Collaboration for New Product Teams (Nokia)

Training Consultant to Sales and Marketing Groups (BellSouth – EDS new "alliance" company – selling managed network solutions)

Call Center Culture Change / Leadership – provided training and development services for this program. (23 centers & HQ)

Customer Retention Culture Change – large-scale claims management change initiative, "People Serving People," The Equitable Group and Health, 25 million people served. Success of the program directly led to increased customer retention and improved margins

Business Acumen Training Program for Sales People
(For Monster Worldwide and for BellSouth) - Included train-the-trainer and 12-week coaching process.

Sales Manager Policies and Procedures – developed 245 page guide.

Training Call Center Agents – new hire and advanced skills. (AT&T)

Customer Service / Customer Retention Program for field engineers. (Wall Street co.)

New Product Sales Training courses – more than 15 courses.

