





Mastering Remote Selling | learning outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Why Memory Matters				
introduction		Identify why it's important for customers to remember your message.	<ul style="list-style-type: none"> How remote sales calls are different Course overview 	11 minutes
Build the Right Story				
control your message		Determine the core message your audience must remember by identifying your value wedge and repeating it across your presentation.	<ul style="list-style-type: none"> How memory works Value Wedge Attributes of a 10% message 	16 minutes
focus their attention		Command engagement with tactics throughout your remote sales meeting for continued engagement.	<ul style="list-style-type: none"> Control focus rather than simplify content The four attributes of focus 	13 minutes
prime your audience		Break the pattern of your presentation to spike your audience's attention right before the most critical points you want them to remember.	<ul style="list-style-type: none"> Spiking attention Using priming slides before critical messages 	6 minutes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Tell the Story the Right Way				
create compelling dialogue	<p>DATA External factor out of their control yet important to their business</p> <p>INSIGHT Tell them a problem they didn't know they had that the data reveals</p> <p>QUESTION Ask a provocative question that gets the audience to self-identify with the problem</p>	<p>Provoke curiosity and dialogue in your remote meetings with the right approach to delivering insight and asking questions.</p>	<ul style="list-style-type: none"> • Data, Insight Question • Provocative questions 	11 minutes
build dynamic interaction		<p>Use a variety of modalities throughout the conversation to dynamically interact with your audience and keep them participating in the conversation.</p>	<ul style="list-style-type: none"> • Using your camera • Annotating • Whiteboarding • Chat and polls 	16 minutes
engage for impact		<p>Increase your audience's recall of your core message by asking <i>them</i> to participate by drawing simple visual elements.</p>	<ul style="list-style-type: none"> • How drawing impacts memory 	11 minutes