



Master *Digital Selling*

Make yourself and your message **more memorable** in a digital-first environment

business challenge

Communication with buyers is increasingly digital-first, at every stage of the sales cycle. The challenge for sellers is those buyers are inundated with digital sales messages—ranging from irrelevant to outright spam. So, they're on guard, and buyer reachability is at an all-time low.

And when sellers do manage to schedule a meeting, they struggle with the lack of control over the remote environment and the inability to manage the variables of customer attention and distractions of a distant prospect.

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of buyers prefer **digital interactions**

how this affects you

- Many sales professionals simply give up, and, as a result, fail to seize the digital selling opportunity.
- Prospects aren't making it into the pipeline as sellers are unable to break through the noise and establish contact and credibility.
- And when deals do make it into the pipeline, they are often stuck because customers have no reason to take action and make a decision.

what if you could...

- Create connections with more buyers by building a powerful digital presence that shows how you can help with their most painful business challenges?
- Personalize the messages you send buyers—in a way that instantly differentiates you from the spam and the noise?
- Lead more memorable and compelling virtual sales conversations, using strategies and techniques that capture and hold attention, and create real dialogue?

if...

Your sellers are struggle to make contact with new buyers...

You're not having conversations customers find valuable...

Your pipeline has slowed due to digital sales challenges...

then...

You need **Master Digital Selling** from Corporate Visions, where you'll learn to use science-backed techniques to make yourself and your message more memorable in a digital-first environment.

what it is

To succeed as a digital seller, you need new ways to convince buyers that **you're worth speaking with**, and then to lead **effective virtual conversations** that win deals. In **Master Digital Selling**, you'll follow a proven approach for learning and applying new competencies:

inline training:

In our inline training, participants self-schedule and complete online modules, then actively apply skills by reviewing a challenge assignment and rubric. They then create and present slides and messages that align with the concepts learned, and they receive personal coaching from Corporate Visions facilitators about how they applied their new skills.

instructor-led virtual training:

In our virtual instructor-led training, participants attend a virtual classroom environment with live facilitation and coaching, as well as complete e-learning modules and work in small teams to apply concepts and create slides for their actual accounts and opportunities.

ongoing reinforcement:

Engage your team with a series of post-training activities designed to accelerate adoption and help them apply their new skills to their digital presence and digital conversations.

what you gain

- The skills to upgrade your social selling approach—so you can effectively promote yourself in a way that gets positive responses from prospects and customers, building long-lasting connections in real time.
- The ability to use targeted personalized messages that buyers will actually open, read, and reply to.
- Discover the secrets to a successful digital conversation.
- The knowledge to sharpen your message so it inspires your remote audiences to take action.