



Digital Presence

1-Day Instructor-led Workshop



Master Digital Selling Skills

AM

9:00 – 10:20

Launch

Activity: Pairs create an intro email

- Cut through the noise
 - Use digital tools
 - Leverage cadences
- Activity:** Groups create a “get a meeting” cadence

10:20 – 10:30

Personal video

10:30 – 10:45

Break

10:45 – 11:40

- Create a winning profile
- Activity:** Pairs review profiles using the checklist

11:40 – 12:40

- Grow your network
- Activity:** Individuals apply 4-pronged approach
- Social plays
- Activity:** Pairs craft social plays

12:40 – 1:25

Lunch

PM

1:25 – 1:35

- Share and create content

1:35 – 2:25

- Research your audience - SMART
- Activity:** Groups conduct SMART research on their account and target role

2:25 – 3:00

- Define Your Personalization Strategy – account makers
- Activity:** Class identifies account markers
- Activity:** Class identifies target roles
- Insight and alignment

3:00 – 3:15

Break

3:15 – 3:55

Activity: Groups create a Messaging matrix, readout with coaching

3:55 – 4:50

- Craft a compelling message
- Activity:** Groups create a personalized email, readout with coaching

4:50 – 5:00

Wrap up



Digital Conversations



Master Digital Selling Skills

1-Day Instructor-led Workshop

AM

PM

9:00 – 9:25

Day 1 Review

- Memory drives decisions

9:25 – 10:10

- Define your 10%

Activity: Groups select an account/presentation and create a 10% slide, receive coaching

10:10 – 10:55

- Avoid Monologues - DIQ

Activity: Groups create a Data, Insight, Question and receive coaching

10:55 – 11:10

Break

11:10 – 11:45

- Amp up your language

Activity: Groups add one of the techniques to describe supporting point

11:45 – 12:30

Lunch

12:30 – 12:45

- Control your focus

Activity: Individuals select a slide and techniques to apply

12:45 – 1:05

- Prime your audience

Activity: Groups identify where to insert priming

1:05 – 1:15

- Optimize your setup

1:15 – 2:00

- Engage your audience

Activity: Groups create a grabber

2:00 – 2:40

- Tell a visual story

Activity: Groups create a visual that they will draw and receive coaching

2:40 – 3:05

- Get your audience involved

Activity: Groups create drawing instructions for their visual and receive coaching

3:05 – 3:20

Break

3:20 – 4:50

Activity: Groups refine their presentations then deliver key components and receive coaching

4:50 – 5:00

Wrap up