

Course : Workshop: Successful remote sales meetings

video-conference support and sales meetings

Practical course - 2d - 14h00 - Ref. RCD

Price : 1500 CHF E.T.

Whether it's a prospecting meeting, a sales meeting or a sales presentation, the success of a "remote" sales meeting depends on a precise methodology and the mobilization of specific interpersonal skills. What organization and preparation techniques should you use? How can you structure and pace a participative meeting without losing sight of your objectives? What communication approaches should be used to enhance your offer? How can you stay on top of time and conclude constructively? Two days of workshops to try out and adopt best practices.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Integrate the specificities of remote animation into its preparation and return to the off-line truck.
- ✓ Use storytelling to energize your presentation
- ✓ Involve your audience through your posture and communication
- ✓ Detecting and managing oppositions and objections

Intended audience

Sales representatives and technical sales representatives.

Prerequisites

B 2 B sales experience required. Good knowledge of the fundamentals of sales techniques.

Practical details

Hands-on work

Workshop: throughout the workshop, participants build their operational action plan and their remote sales meeting facilitation kit.

Teaching methods

Participative pedagogy. Workshops and follow-up analysis with feedback from the trainer. returnchariot Step-by-step construction of an operational approach. returnchariot

PARTICIPANTS

Sales representatives and technical sales representatives.

PREREQUISITES

B 2 B sales experience required. Good knowledge of the fundamentals of sales techniques.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

Course schedule

1 Setting the scene and asking the right questions

- Making a remote appointment: when, why and how.
- Identify what's at stake for the company, for yourself and for the customer.
- Identify and listen to your feelings.

Hands-on work

Group workshop: learn from failures and successes, identify the specific features, advantages and risks of distance learning (as a group). Individual reflection: identify your strengths, areas of discomfort and obstacles in this style of facilitation. Learn to build on your strengths

2 Preparing and structuring sales presentations for remote meetings

- Identify the profiles and expectations of your contacts.
- Adapt your preparation to the stakes of the meeting: set the objectives.
- Choose the key messages to be developed.
- Structuring your presentation: content, sequence, time limit.
- Use storytelling to stand out from the crowd.

Hands-on work

Group workshop: using examples and real-life situations, identify the audience, message, desire or need to hear. Individual reflection on the context of appointments: selecting relevant information according to the target (SWOT matrix), building your presentation framework, integrating time management, designing storytelling (preparing your pitch, telling your offer).

3 Set the meeting in motion at a distance and around the trolley on the other side of the line

- Present your messages in an impactful way.
- Adopt the right postures.
- Embody what you present.

Hands-on work

Real-life examples of appointments: opening and closing with impact. Pitch exercises. Embodying your presentation: training in posture, rhythm and voice. Building trust and rapport: training in active listening and questioning.

4 Involve the customer in building the partnership

- Making meetings participative: content and form.
- Staying on top of time.
- Identifying and dealing with objections.
- Engage the customer and conclude the purchase or partnership.

Hands-on work

Real-life examples of meetings: setting up a favorable, participative framework. Involve and give space to each meeting participant. Identify allies and opponents. Go "to find" those who drop out. Detect underlying objections: verbal/non-verbal. Identify the stages of the conclusion and the key phrases to engage and validate the agreement.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS

2026 : 11 June, 1 Oct.