

Running a virtual business? Use these 5 top sales tips!

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In today's world, there is an expectation that every business and executive has the capability to operate virtually when required. For sales professionals, smartphones have become "satellite offices", replying to emails and texts, posting comments and retweets, even signing e-contracts while offsite is considered modern-day business.



But what happens when the entire company is remote and all executives, sales teams, and client support staff live and work across the globe in all different countries and time-zones? How can your sales teams remove the image of being suspended in air to being a solid company with superior services?



Here are five tips that sales teams can use to establish credibility, strengthen reliability and drive sales as a virtual company.



1. Your website is your virtual handshake – make it strong and sturdy

If your sales teams are directing prospects to your website, then it must be impressive without being complicated. Your website needs to support your sales pitch by clearly communicating your story, solution and your people.

Beyond the design and content, let your prospects get to know the people in your company through pictures, bios and a splash of something personal to humanise them. This will help ease concerns that your company operates 'out there' as opposed to a traditional location, which is key to earning their business.

It's also critical to have a well-maintained blog that shows off your expertise on current trends and relevant topics.

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2. Flat-fee pricing

Virtual sales teams are empowered when they can focus on value versus pricing. Help them do that by creating a flat-fee pricing structure in your business model. When you have pricing pre-set, your sales teams can focus their efforts communicating how being virtual will actually enhance customer service and response time, while generating superior deliverables.



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3. Don't go for the hard sell!

This is counterintuitive. Even before the close, you need to consider yourself the customer's ally and really make sure you understand their needs. Listen and keep listening. Taking the time to understand how your product can help them and acting as their partner is key.

This includes creating an online 'get in touch with us' form that offers a choice to incoming prospects for how they prefer to be contacted. Don't require they submit a phone number or email just because this is convenient for you. Ask for their choice and how they want to learn more. A considerate first step will clearly demonstrate how you listen and respond.

4. Proper grammar and punctuation

In the world of smartphones and 'on the go' communication, it's easy to mistake an important business exchange for a casual dialogue. Show respect and professionalism with proper punctuation, grammar and fully thought-through messaging. Your prospective customers will see every email you send as representing your company and how it does business, so make sure to treat that with the seriousness and respect it deserves.

5. Embrace your remote structure!

Being virtual isn't a mistake but rather a modern, forward-thinking approach to conducting business. Never apologise for it, and never try to explain why - it doesn't matter.

Instead, embrace it in your sales pitch by communicating how being virtual is advantageous for clients in several ways. Be proud that you are part of a company that has the ability to work across multiple time-zones, has mastered collaborative platforms for successful teamwork and can deliver superior services and solutions in today's world.

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