

# REMOTE SELLING

**TIPS TO HELP YOUR  
SALES PEOPLE SUCCEED**



# Introduction

If remote selling is here to stay, how can you equip your team for success?

While you may not have hired your salespeople based on their remote selling skills, you can ensure they are prepared to embrace remote selling with ease and confidence.

When hiring new staff, consider remote selling as part of your long-term strategy and discover how to hire with different skills and personality types in mind.

Training your current team? Learn effective telephone and video conferencing skills to give your reps an edge.



## Remote Selling

**Leaders are currently facing added and unprecedented challenges managing teams (and clients!). While striving to keep everyone sharp and in a productive, proactive, focused and success-driven mindset, it has become clear remote selling will be with us for a while.**

### **Last year – Temporary fixes**

Many leaders thought (hoped, had fingers, legs and toes crossed) this was a ‘small detour’ in how they did business.

Our calls in April 2020 therefore were focused on providing an ‘interim band aid’ fix to ‘get us through right now’. These requests involved assisting teams to become skilled in mindset, resilience, mastering telephone skills, sharpening remote presentations, writing winning emails, video conferencing skills, handling objections by phone, negotiating by phone and ‘cold calling’ via phone, email and LinkedIn.



### **Understanding personality types**

We also received a lot of enquiries about understanding personality types so sales teams could connect better with clients, a lot on the psychology of human behaviour, buyer behaviour and other skills needed when working remotely, including handling being physically distanced from their team etc.

Leaders quickly wanted a plethora of new skills for themselves and number one was 'help me help my team', then 'how do I keep the team positive, upbeat and commercially minded whilst this playing field has momentarily flipped?'

### **Adjusting to our new reality**

We are now succumbing to the raw truth, which has been lurking at the back of our heads for a while, that when things subside, many of your clients will find it more productive, efficient and safer to engage with your team remotely. So those salespeople keen as mustard to 'get back to normal' gagging to be let out of the cage will be facing a low requirement for face-to-face.

For some leaders this isn't a big deal, the team adapted, they were set up for remote working already and the new skills were areas they were already strong in.

For others this is like waiting for a train to crash. You know it's going to happen. You may be in limbo, pushing aside the niggling feelings and, in some part, ignoring the inevitable... because it means a total relook at how you do business. A full change of process. A full change of team skill set. And you know certain people in your team are going to have to adapt fully to a new process and along with that, new sales skills. You know certain salespeople will adapt, some will be keen to upskill, and some will leave.

In summary, as sales leaders, we must implement a long-term strategy game plan.



### **What is your long term remote selling strategy?**

Let's go into that engine room and observe the individuals who bring in the oxygen for the business - the salespeople.

It's time to look carefully, because it's likely the individuals in your team were recruited with a skill set and job description in mind, which now has changed - not just paused momentarily.

I had one client in July with 40 salespeople with territories - all extremely successful account managers. They had been in the industry for over 10 years on average. They cranked up over 7 face-to-face meetings a day, loved meeting people and were great at being hunters.

Out of those 40, 38 had hit a wall. Their full 'skill set' was now in question. They went from being highly successful to not knowing how to grab their client's attention by phone (let alone how to approach new business). They felt the core of their being was in question, maybe they were not actually very good at sales? Their ego was knocked out of the pitch, their self-esteem evaporated,

morale was horrific, they were trapped in a downward spiral - lost, sad and desperate. On top of that, they may have had other layers of issues, sick older people they couldn't visit, home schooling, a depressed child or loved one.

The need for them to be a pillar of strength at home had never been so strong, and their ability to step into it and own it had never been so challenging. They felt they were failing in every area.

We heard this scenario, at varying degrees, over and over again.

We ran webinars on mindset and resilience, wrote blogs and eBooks on the subject and held masterclass after masterclass on it - all of which had the highest ever take up of attendees, each one was at capacity. [Here at Smarter Selling we recognised we had the skills to share - we are all highly trained in mindset, resilience, emotional intelligence and have been in sales for over 30 years. We shared our knowledge for free - no money changed hands].

Questions  
to ask

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## **What questions do you need to ask yourself about your team?**

So now that remote selling requires a long term strategy, you will be asking yourself questions:

- What do you need from your salespeople?
- When hiring, what skills does a masterful salesperson now need?
- What personality style is most suited to remote, isolated selling?
- What is important as natural default behaviour?
- What skills can be learned and acquired to succeed?

With your current team:

- What skills do they have?
- What skills do they need to acquire?
- What coaching would help them adapt (rather than resist), because we want them not just to cope, but to be happy, bounce forward, excel, be confident, empowered and thrive?

We have lots to share in this area, this book covers a segment of that.

## **As a leader, what questions do you need to ask yourself?**

If you are a leader and your sales team are at home right now, there are likely a number of things on your mind.

### **Leader questions**

- How do I manage the teams' various needs remotely?
- How do I keep those extroverts happy and getting their social fix?
- How do I run a meeting with them and make it exciting?
- Are your team experiencing video conferencing fatigue?
- What if their remote needs are in the danger zone?  
(Home situation at critical point, trying to juggle family needs and hold down a full-time job)
- Am I skilled at knowing the personality types in my team? I.e. those that are not coping but don't naturally speak up?
- How do I onboard someone remotely?
- How do I put my own oxygen mask on first when all this is going on? You're probably feeling if the captain goes down, we're screwed.





## **How can you manage a remote team effectively?**

It's worth asking the following questions to gauge where your team is at so you can assess and manage their changing needs.

### **Home**

- Who is doing well at home? Who is struggling? Who is in a red danger zone? What do they need from me?

### **Mindset**

- How do I ensure their mindset is positive and proactive?

### **Organised**

- How do I know what team members are doing all day?

### **Upskilling**

- How can my team members with high face-to-face skills now embrace, dare I say it – thrive in this virtual world?
- How do I know if they need support or help? (Especially those type S personalities who will nod and actually not say anything.)
- How can I ensure team members are confident using the telephone to explore and convert opportunities?



- How do those team members who got into the job for high social contact manage?
- How can my team become polished in all areas of remote selling?
- How can I ensure they are confident to direct clients onto video conferencing and deepen the relationship?
- Are individuals uncomfortable with video conferencing, but tell me 'The client has VC fatigue, they won't let me do it' (kidding themselves that it's the client driving this thinking)?
- Are team members the ones needing help becoming adaptable when they say to me; 'no one is returning my call'. Are they really saying, 'I've not had this before, I don't know what to do – it's me, I need to adapt' (or 'I do not see that it's me at all, it's the client's fault')?

### **The client**

- How can the team, in turn, motivate their client (keep their client upbeat, positive and interested)?
- How do my team keep their client interested and engaged through the phone and video conference?
- How do we motivate the client to 'sell on' our idea (we call this the 'pull through') within their internal team who may be remote?
- Which clients have adapted their offering? Their requirements from us may have changed.
- Which potential clients or non-clients are now hot leads due to changing circumstances?

## What can you do right now?

I will be addressing all of these questions in time. For now I would say the best thing you can do for yourself is:

### **a) Prioritise yourself and your mental wellbeing**

Walk, breathe, take breaks, get sunshine, drink lots of water, breathe again, prioritise – you know the drill, I'm sure you've read it all (and done some of it, none of it or keep laughing at the thought of it).

### **b) Prioritise your list**

What skills do you need to help your team with in the short term, medium term and long term? What's needed right now? How can I quickly upskill? How can I upskill the team quickly? Where do I go for those skills?



# Personality types





## **The importance of understanding personality types**

The one skill making headlines right now is understanding personality types.

Why? There is increasing fatigue over mindset training. It seems everyone is obsessed with psychology and human behaviour. Basically, we want to know about ourselves and others.

### **Personality types**

As a sales leader, knowing about the personality types within your team gives you a great insight into understanding the individuals and their behaviour.

Educating your team about personality types means they can better understand themselves and peers, so they have more empathy and can communicate better.

Your team's knowledge about personality types will also help your clients. Imagine your team knowing the unconscious drivers, motivators and buying behaviours of their clients. This means they can connect and engage at a different level. This catapults your competitiveness out of the water, totally giving them a huge advantage.

Why am I mentioning this now?

If your team are under stress, then their innermost default style will appear. It may have been masked up until now.



Also, many leader are looking for a 'pick me up' for the team, embedding skills they are not aware of and inspiring, motivating and enlightening them. This is one of those areas that always gets a 10/10 for team buy in (everyone, it seems, loves knowing who they are), and 10/10 for the team 'morale' (knowing about each other's differences makes you smile, laugh together and respect each other, internal communication improves dramatically) and 10/10 for driving growth (better conversations with clients, aligned proposals, more conversions).

So, how do you learn? You can search for who runs personality type training sessions. You can get some easy fixes on YouTube etc.

For a deep dive approach: 'if we are going to do it, let's do it properly', we run programs (virtual team building classes). The added benefit of coming to us is:

a) we address this in a sales context (how to prospect for different style, how to write emails, how to present)

b) we are obsessed with buyer behaviour (I personally do keynote speaking on this regularly)

c) we love making learning successful (interactive, interesting, engaging, motivating)

Our goal is for your team to learn, retain and use the information.



# Personality Profiles

Here are some quickie insights  
with the client in mind





## Driver

**Who is it?:** someone who is quick to the point, can talk over you, goal driven.

**Exploration:** do your homework, ask intelligent questions, give them results they will get.

**What to do:** get to the point quickly. Be direct. Be fast.

**Emails:** short, to the point.

**Do:** only give them what they need, no fluff, don't discuss ideas – be direct and bring in credible points with conviction.

**Don't:** chat about day-to-day stuff. They will get frustrated and wonder where it's going. Don't take things personally, they are not being rude.

## Influence

**Who is it?:** people person, friendly, optimistic.

**Exploration:** longer rapport, they need to like you, show an interest in them.

**What to do:** go at their pace, quick, darting – they may be chaotic so you need to clean up notes after as they may have diverted down many rabbit holes, show what outcomes are in it for them.

**Emails:** more chatty, more personal at the beginning

**Do:** ask about their dog, spend time chatting, talk about ideas together, collaboratively.

**Don't:** jump the rapport, don't jump straight into proposal mode.





## Steadiness

**Who is it?:** Steady, stable.

**Exploration:** do your homework, be considered over what you ask.

**What to do:** have a clear process that's transparent so they know it's all in hand

**Emails:** precise

**Do:** have patience, realise they may be nodding but not agreeing, they like one-on-one or small groups they know. They need clear instructions.

**Don't:** give them any fear at all. Watch your language, no 'it might' 'risk' or 'maybe'. Do not put them on the spot.

## Compliant

**Who is it?:** Precise, perfectionist, they don't want to be wrong.

**Exploration:** don't ask questions in a way that might show a hole in their knowledge. Give facts when educating. Do say what has worked for the company before.

**What to do:** logical, be 'rules' based.

**Emails:** short, logical steps in sequential order, accurate.

**Do:** realise they prefer email and not talking to you.

**Don't:** give opinions.



## **What do you need from your salespeople?**

What actions and behaviours are now needed? Do your team need to be really good at video conferencing? Do they need guidance on the best ways to get through to a decision maker by phone ? Do they need guidance on organisation and prioritisation? As a sales leader, it's important to ask your salespeople questions to see where their skills lie.

## **When hiring, what skills does a masterful salesperson now need?**

Is it attention to detail, working independently, working remotely? More introverted? Good with emails and presentations?

# Video Conference Tips



## Video Conference Tips

While lockdowns made video calls a necessity, the reality is many clients will want to continue to engage with your team on screen rather than in person.

How can you set your salespeople up for video conferencing success?

- **Get intimate** – Get to know a video platform really well, be it Zoom, Microsoft Teams, Skype or Google Meet, so you feel confident managing calls.
- **Practice** – Practice using and navigating your chosen platform before calls with clients.
- **Amend your intention** – Become used to shifting your client from phone call to video, as you may have from video to in-person before.
- **Become the trusted advisor** – Understand when it's the right time to get on a video call and encourage the client to get on board by providing video as the best approach to show how you can solve their problem.
- **Keep their engagement** – Get your client talking and give them your full attention, keep eye contact, rather than focusing on how you look, observe the body language you can see via video (did they lean in or lean back?), ensure you are 100% sold on what you're selling, if appropriate record the call after checking with the client and always be professional.
- **Post VC** – Review your notes or the recorded meeting before sending across the final solution, or ensure you answer questions and clarify your offer.

# Telephone Tips





## Telephone Tips

Sales becomes an entirely different ballgame when it's by phone, meaning the absence of visual cues like body language and the ability to demonstrate what your product or solution can do. On a phone call you can only get your message across and tune in to your customer using sound. How can you get the most out of your sales telephone calls?

It's all about mindset, taking time to prepare your calls ahead of time and honing your team's on-the-call skills.

Mindset:

- **Remember a positive mindset influences the success of your day** – practicing gratitude, developing a thick skin and remembering what lights you up about what you do – will all set you up for success.
- **Ensure you're 100% sold on your own product or solution** – now what pain points you solve and get really clear on your USP.
- **Review messages from happy clients** – celebrating wins will help keep you motivated.
- **Limit your media intake** – It's easy to let negative media affect your mood. Switch off media if it is starting to affect your work.
- **Remind yourself that money is still out there** – Even if your first few calls of the day feel negative, remind yourself there are clients who need what you're selling. Keep going.

Your team can ensure they prepare for their calls so they go as well as possible, just as they would when venturing out for a face-to-face call. Tips include preparing your environment for a normal workday, keeping to a structure, researching your customer, practicing self-care and remembering to call when in a positive mindset.

When on your calls, here are some tips to give your team the best chance at success:

Know your intent for the call – Are you wanting to build a long-term relationship, create credibility or help the customer to buy from you today?

- **Connect authentically** – Remember to be yourself and be respectful and genuine with both prospects and gatekeepers.
- **Listen more than you talk** – Your mantra is 'seek to understand'.
- **Watch what you are thinking** – Upselling can come across as pushy, whereas seeking to understand and help will mean you'll naturally ask more relevant questions and provide the most suitable solution.
- **Agree on a specific next action** – Focus on movement steps, such as arranging a follow-up conversation or suggesting a task be undertaken on a certain date in line with the client's pain points.

### **For more telephone tips: Download our ebook**

There's no doubt the changes we've all experienced since early 2020 have taken a toll on some businesses, while others have thrived. Being able to pivot and respond to your changing environment will serve you well. Understanding how to equip your team to effectively sell remotely will be a valuable skillset to have for the longer term, even when this pandemic is a distant memory.



## About Charmaine Keegan

Charmaine Keegan is on a one-woman mission to give sales the recognition it deserves.

***"I want people to stand out in a crowd and feel really pleased about their job title as a salesperson."***

***Why? Sales is a valuable profession!***

***As salespeople, we are consultants, and we have a really important job to do.***

***Our key focus is on understanding our client and providing solutions. Selling with authenticity and integrity supports our clients, solves their problems and makes their lives better.***

***Sales is a simple process, but being an effective salesperson takes strategy and skill.***

***I am passionate about selling, and empowering others to sell well."***

Charmaine Keegan is a Keynote Speaker and Founder of Smarter Selling – with a sales career spanning 30 years.

She has trained over 8000 sales professionals, empowering them with the confidence to embrace selling with integrity and authority, to deliver immediate revenue growth.

Her approach to sales involves five elements:

- Intent to help
- Clear Strategy and Process
- Exceptional Sales and Communication skills
- Personal Accountability
- Positive Mindset

Charmaine is fascinated by human psychology. She is a Certified Trainer in Neuro Linguistic Programming (NLP), Hypnotherapy and Timeline therapy. She has authored over 20 ebooks and is a sought-after panellist and keynote speaker.

Smarter Selling training programs set sales leaders up for success, helping them to develop high performing teams via simple to execute, contemporary and proven sales methodologies.

Renowned for being engaging, practical, interactive and fun, Smarter Selling programs are conducted face-to-face and online.

Training created by a sales expert for salespeople.



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and strategies on [LinkedIn](#)  
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**smarter selling**  
stop talking and start listening!