Course Overview:

As digital transformation reshapes global markets, remote selling has become a critical skill for corporate sales professionals. This advanced course is tailored for those navigating complex, high-stakes B2B sales through virtual platforms. Participants will gain insights into creating impactful digital interactions, mastering tools for virtual engagement, and converting opportunities in a fully remote environment—all designed to enhance effectiveness and drive sales performance in the digital age.

Course Objective:

By the end of this course, participants will be able to:

- Build trust and credibility through digital communication to foster lasting client relationships.
- Use remote selling techniques to advance deals through the pipeline and close sales.
- Create compelling virtual presentations and demos that drive buyer engagement.
- Leverage a range of tools—email, phone, social media—for effective prospecting.
- Integrate remote selling practices into existing sales strategies to boost performance.

Course Outline:

Module 1: Digital Sales Foundations

- Understanding screen-to-screen selling
- Leading with customer needs
- Blending virtual and in-person techniques

Module 2: Virtual Communication Mastery

- Human psychology in virtual interactions
- Virtual communication etiquette
- Balancing synchronous vs. asynchronous methods

Module 3: Frameworks for Sales Excellence

- The R.E.A.D. method
- S.C.O.R.E. discovery framework
- Seven technical and five human elements of remote selling

Module 4: Overcoming Virtual Selling Barriers

- Addressing camera shyness
- Building video confidence
- Maintaining presence on virtual calls

Module 5: Powerful Virtual Presentations

- Crafting compelling demos
- Using micro-demos to influence decisions
- Delivering impactful virtual keynotes

Module 6: Multi-Channel Prospecting Tactics

- Video, email, phone, and social media strategies
- Four-step video and email frameworks
- Telephone objection handling (LDA method)

Module 7: Social and Text-based Selling

- 5 Cs of social selling

Training Language:

Training Methodology:

The course combines various teaching methods, including instructor-led presentations, group discussions, case study analyses, and assessments through quizzes and a final exam to engage participants and ensure they understand and retain the material.

Venue | Date | Fees

Riyadh | 14-12-2025 | 17,250 SAR

- Personal branding for trust-building
- Strategic use of direct messaging

Module 8: Virtual Pipeline and Account Growth

- Virtual account management best practices
- Expanding key accounts remotely
- Reactive vs. proactive virtual chat techniques

Module 9: Time Management for Remote Sellers

- Productivity strategies tailored for remote environments
- Structuring the virtual sales day
- Avoiding digital burnout

Module 10: Closing Deals Remotely

- Virtual closing techniques
- Handling final objections
- Securing long-term remote commitments

Who Should Attend:

- Sales professionals managing remote or hybrid client portfolios
- Customer service and account managers transitioning to virtual engagement
- Marketing and business development specialists involved in lead generation
- Aspiring remote sellers seeking structured skills development