



# How to Master 8 Challenges of Virtual Selling





# Mastering Virtual Selling

Virtual selling—working a deal remotely when you can't be there in person—is the new normal for B2B salespeople. Almost 90 percent of sales have moved to a remote model since the pandemic began, according to McKinsey.

**Being smart about virtual selling** is the only way to overcome the current uncertainties that are leading companies to delay or decide not to purchase. Sellers who can build trust with their prospects and convey the right information using virtual techniques will be the only vendors who can break through buyer inertia and make the sale in today's environment.

But being a great virtual salesperson doesn't mean conducting every meeting on live video. Today, you need to differentiate yourself, nurture prospects, and fight screen fatigue. **The best way to do all three is with pre-recorded video.** Sharing video allows you to send personalized messages before, during, and after a sales call and lets prospects view your message on their own time, when they're not jumping from call to call.

Moving out of your comfort zone and mastering the techniques associated with virtual selling is critical during the pandemic and will remain so long after the virus has run its course.

This guide shows how you can overcome eight challenges of maintaining prospect and client relationships remotely without relying on live video calls—and why **pre-recorded video is a virtual seller's most powerful tool.**

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## How to Overcome Eight Virtual Selling Challenges

Don't be left behind by competitors who have mastered virtual selling. Winners in a virtual world will be those who can create the feeling of an in-person connection while they're working remotely. See how you can overcome eight new challenges and optimize your sales cycle.





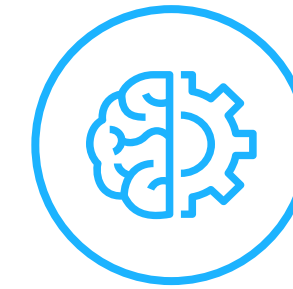
## Challenge 1: Fewer Opportunities for Collaboration

Sellers need up-to-the minute information to win deals—market conditions, customer insights, competitive intelligence, and win / loss stories to name just a few. Pre-pandemic, teams would share these tips from the field in weekly meetings and calls. But plenty of wisdom was also passed on in the break room over a cup of coffee or after work at the bar. Today, it's much harder to stay connected with peers and share knowledge without these informal connections.



## Solution 1: Share Informal Learning

A key to overcoming this challenge is capturing and sharing best practices from subject matter experts and the field. Make it easy for reps to record themselves on video and share whiteboarding techniques, negotiating strategies, and more. This information is essential for sellers—particularly newer hires—to understand so they can be successful during the pandemic and beyond.



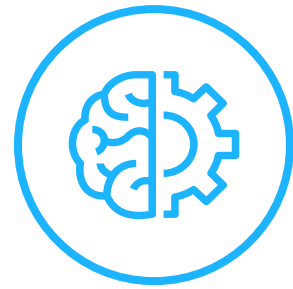
## Challenge 2: Increased Need for Agility

Virtual selling requires flexibility and more extensive groundwork since sellers have less in-person interaction and fewer opportunities to understand buyers. But being fully prepared for every call is harder than ever when prospects' situations are less predictable. Reps have to be ready to meet different content and messaging needs at a moment's notice.



## Solution 2: Equip Sellers with Just-in-Time Content

Ensure reps can deliver the right content to prospects, no matter what situation is thrown at them. Use a platform that allows reps to create, access, and share content at the moment of need.



### Challenge 3: Differentiating Your Value Proposition

Standing apart from your competition is more fraught when you're not able to meet in person. There's both a greater need and an opportunity to follow up after virtual sales calls with something that will differentiate your value proposition. Instead of an email drip, sellers need to reinforce what they covered on the call as well as tee up the next interaction. Additionally, it's more critical than ever to use follow up to establish a personal rapport with buyers and build trust.



### Solution 3: Send Personalized Video

Pre-recorded video and content sharing tools can add depth and engagement to your sales process, differentiating sellers from the competition. Reps can send personalized video messages within their introductory emails and track activity on video/collateral to see engagement and buying intent.



### Challenge 4: Engaging Distracted Buyers

The virtual buying experience can be distracting. It's harder vvmeeeting vs. an in-person one. People are experiencing Zoom fatigue, back-to-back calls, and can get easily distracted by external alerts and notifications. However, when everyone's on video there's a lower chance of people multitasking than if they're on a phone-only conference call, especially with a larger group.



### Solution 4: Build Interest with Video

Make sure your reps work harder to capture and keep people's attention when they can't be there in person. Use pre-recorded video to build relationships and create highly engaging sales decks and interactive sessions.



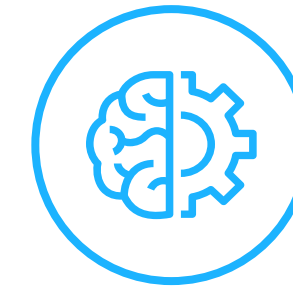
### Challenge 5: Technical Issues

Everyone struggles (occasionally) with sound, video, or internet access. While understandable, these issues can make having an effective conversation extremely difficult and can break the momentum in the sales cycle—especially if you’re forced to reschedule the meeting.



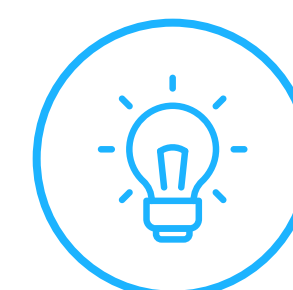
### Solution 5: Train and Reinforce

Train sellers on the platform you’re using thoroughly and the best way to present themselves on screen. They can’t just open the app and wing it. Practice and reinforce video pitching skills. Make sure sellers are aware of appropriate home office backgrounds and lighting for a professional presentation.



### Challenge 6: Lack of Rapport

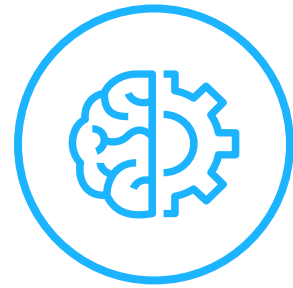
Virtual selling isn’t as personal. It’s harder to build rapport when salespeople can’t read body language or feel the vibe in the room. Since customers buy based on emotion, and it’s easier to generate an emotional response in-person, making a deep connection with a prospect is a bigger lift when you’re physically distanced.



### Solution 6: Connect with Prospect Via Video

Use pre-recorded video and content sharing tools before and after meetings to add depth and engagement as well as build trust and personal rapport with buyers. For example, instead of reps sending an email with a PDF attached, they can send a personalized video explaining the content they’re sharing and putting a face to the name.





## Challenge 7: Picking Up Company Culture

It's harder to pick up on the culture of a company when sellers can't meet with a prospect in person. Without the walk from the company's lobby to the prospect's desk, it's more difficult to gauge someone's prestige or see how they interact with others—factors that can be critical to an understanding of how an organization functions and how the buying cycle could be impacted.

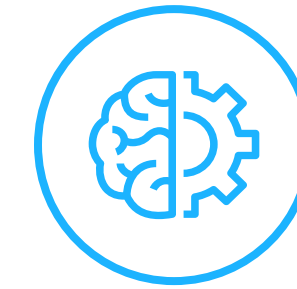


## Solution 7: Practice Active Listening

Show reps how to be more observant of what they can see on screen, including the prospect's background. Practice strong active listening skills, paying attention to word choice (positive, skeptical, fearful) and tonality to read intent.







## Challenge 8: Rushed Prospect Meetings

Prospect meetings are more challenging for a number of reasons. Calls are truncated due to scheduling or technical issues, or people simply log in late. Sellers have less time for demos, and without proper prep time they can find it difficult to get through all their points, resulting in rushed calls. Time management and research skills are now more critical.



## Solution 8: Prep and Follow Up with Video

To avoid rushing the call, sellers need to spend more time researching and preparing prospects ahead of time. Share information (pre-recorded video and collateral) before the meeting and come to the call ready to hit the ground running and make the most of the time.





# Virtual Selling with Allego

Mastering virtual selling means investing in the tools your sellers need. You could cobble together multiple platforms with a range of capabilities, but the most efficient approach is having learning, content, and collaboration all in one place. When you implement a robust sales enablement platform, you save time and resources and gain the ability to scale across your organization.

**Allego is built for dynamic learning, communication, content sharing, and collaboration anytime, anywhere.** You can empower your organization with mobile, interactive technology built for the way today's virtual teams work—all through a single platform. Don't get left behind by relying on outdated training and enablement approaches. See how Allego helps teams master the new world of virtual selling.



## More Productive Sales Presentations

Augment your ability to demo by sending pre-recorded video before and/or after meetings

## More Effective Coaching

Improve coaching effectiveness by reviewing seller recordings and providing specific point-in-time feedback

## Enhanced Personalization and Differentiation

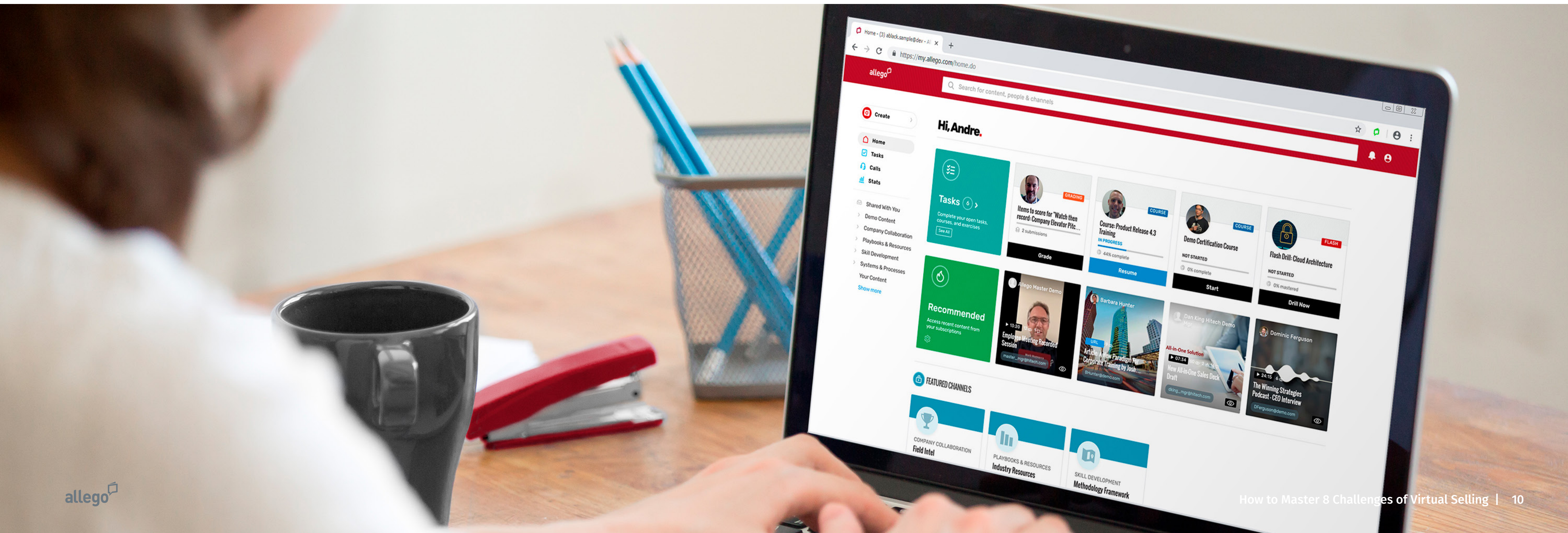
Create and share personalized messages with asynchronous video

## Greater Insight

Track activity on sales collateral and conversation intelligence to understand engagement and buying intent

## Smoother Post-Sale Handoff

Harvest information to share prospect needs with customer success easily







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To learn how Allego can help you accelerate training and enablement, [request a demo today](#).

**About Allego:**

Transform your organization with mobile, interactive learning technology built for today's distributed teams. Allego's learning and enablement platform ensures that employees have the skills, knowledge, and content to accelerate team success. Instead of traditional onboarding and training approaches—which are rapidly outdated and quickly forgotten—hundreds of thousands of training, enablement, L&D, and customer-facing professionals use Allego to deliver the skills that employees need to succeed in today's dynamic business environment.