VIRTUAL SELLING TIMELINE

FRONTSTAGE Synchronous Collaboration

BACKSTAGE

Asynchronous Collaboration

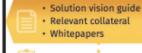
Micro Buying Experience

MEETING #1

- · Agenda (in Chat)
 - · Intro, build trust
 - Discovery
 - · Record call

- · Video intro Agenda
 - LinkedIn Bios
- · Send thank you email/video · Summarize key points & actions
 - · LinkedIn Bios

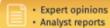
Create Presence in Your Absence





· Customer testimonial · Executive video





Micro Buying Experience

MEETING #2



- · Agenda (in Chat)
- · Problem solving
- Collaboration
- Record call (& share)



- - · Buy (virtual) lunch!



- · Thanks!
- · Summarize key actions
- · Links to useful content

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VIRTUAL SELLING TIMELINE

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FRONTSTAGE

Synchronous Collaboration

BACKSTAGE

Asynchronous Collaboration

Micro Buying Experience

MEETING #3



- · Prep call on next major solution presentation meeting
- Record call (& share)



- Video intro
- Agenda
- Key questions to answer



- · Thanks!
- · Summarize key points
- Links to useful content

Create Presence in Your Absence



- · Product/services collateral
- · Differentiation
- Whitepapers



- · Evaluation criteria
- · Analyst reports



- · Invite buyers to Digital Sales
- · Share meeting recording in Digital Sales Room





- · Expert opinions
- · Analyst reports

Micro Buying Experience

MEETING #4



- · Pricing, terms, negotiation
- · Collaboration, Q&A
- Record call (& share)



- · Send agenda
- · Key things to expect