

MASTERING VIRTUAL SELLING

Backstage Arsenal Checklist

□ SEND BITE-SIZED CONTENT

It's very important that you send only bitesized videos and one- to two-page documents. Anything longer will deteriorate the buyer's engagement level.

□ LET BUYERS DETERMINE APPROPRIATE FREQUENCY

When sending content (emails, videos, documents), always make sure your content is value-add and relevant to the buyer, and make sure they are not too frequent. Let your buyer lead the level of "back and forth," and always ask to see if the level you are on is okay. You have only a few shots at sending irrelevant content before your buyer mentally opts out of your backstage effort. So treat communication with care.

□ DRIP RELEVANT CONTENT

Think about dripping relevant content over time to stretch out the number of times you are connecting virtually with your buyer. This is far superior to sending a burst of content that creates short-lived interactions; the volume will only serve to overwhelm your buyer, and they will likely not absorb everything you send.

□ ORGANIZE CONTENT IN DIGITAL SALES ROOM

Once the buyer is truly engaged and you are a trusted party in the buying process, engage the buyer through a DSR to help organize content and make collaboration easy for everyone.

□ ACTIVATE CONTENT WITH PERSONALIZATION

Instead of just sending a document or a white paper to the buyer, also send a video of yourself explaining what the white paper or document is. (Ideally, use a technology that embeds the white paper and the document together to provide a multimedia experience.) By providing context explaining why the document or white paper is useful or how it applies to the project at hand, the buyer will be more interested, and the content will be much more effective.

□ TRACK CONTENT ENGAGEMENT

Make sure all content shared allows you visibility to the buyers' engagement level. This is one of the most important parts of backstage selling because it can provide you insights into the buyer's true interest level and potentially the scope of exposure of the project throughout the buyer's organization. When there is activity, you can set this content up to alert you.