

MASTERING VIRTUAL SELLING

Create Presence in Your Absence Checklist

❑ MATCH CONTENT TO BUYERS

Any time you run across something newsworthy or that is of interest, think through all the buyers who may benefit from this content. Note that this can be content that either relates to the project or is just personal; consider it a potential opportunity to share with the buyer to build rapport and trust.

❑ SEND PERIODIC CHECK-IN VIDEOS

Periodically send a casual and authentic video of yourself to check in so you can stay top of mind. Ideally, you can combine this with other worthy news to share (about the project, about your company, about the buyer's company/competitors, or something personal).

❑ ALIGN CONTENT TO BUYER STAGE

Match content to the stage your buyer is in (e.g., sending research papers, analyst reports, buyer ratings, or vision documents when the buyer is still in the research and problem-definition stage). Ideally, your company has playbooks of content ready as options for you to consider sharing. When possible, and especially for opportunities that are further along, a seller should use judgment to ensure the content being shared is relevant to the buyer, versus just relying on an automated outreach campaign. Remember, relevancy is key.

