

# SEVEN KEYS TO BUILDING A HIGH PERFORMING VIRTUAL SELLING CHANNEL

Virtual selling can dramatically improve the coverage, control, and cost effectiveness of your sales channels while offering buyers the speed of response and experiences they demand. Your organization can double customer engagement, productivity and speed at lower costs by enabling your remote selling teams with seven key capabilities.

## THE SEVEN ELEMENTS OF A HIGH PERFORMING VIRTUAL SELLING CHANNEL



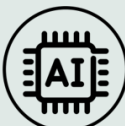
### VIRTUAL INFRASTRUCTURE

Enable virtual reps with the digital infrastructure and bandwidth they will need to differentiate the buying journey with video and virtual experiences. A virtual infrastructure can also dramatically extend coverage beyond the bounds of traditional geographic and territory constraints



### TRANSPARENT INFORMATION

Inform the entire selling team with fast, transparent, and inclusive information about all client activity and engagement. This helps managers to delegate authority without giving up control and accountability to support quick actions and decision-making by front line sales employees.



### ALGORITHM DRIVEN SELLING

Rely on advanced analytics and sales AI to better allocate seller time. data driven sales analysis can multiply seller effectiveness by qualifying opportunities based on buyer intent, prioritizing accounts, recommending the right content, plays and actions with the best chance of success.



### SALES AUTOMATION

Leverage sales enablement technology as a “force multiplier” to expand seller capacity by automating planning, content selection and CRM reporting tasks to free up time for engaging customers.



### CHANNEL READY CONTENT

Find and recommend and personalize “channel ready” content that meets buyers’ high expectations for relevance, visualization, immersion, and collaboration in a remote setting situation.



### ENGAGEMENT METRICS

Develop KPI and incentives based on granular selling activity and buyer engagement data that give quantifiable measures of account health, opportunity quality, prospect potential, and seller performance



### INTERDISCIPLINARY ROLES

Redefine the role of the sales rep to expand coverage beyond traditional geographic, territory and functional constraints and better address rising buyer expectations for fast and complete access to expertise, support, information, and advice.

Our experts can teach you how to design a virtual selling channel and help you quickly arm your revenue teams with the data, analytics and activity-based measurements they need to perform at a higher level than face to face selling. Within 90 days you can:

- Aggregate customer engagement data from CRM, email, calendar and content management systems you need to provide the data foundation for engagement metrics and sales analytics;
- Automate sales planning, content recommendations and data entry enough to free up sales face time and create real time measures of account health, opportunity potential and selling team performance
- Improve decision-making, engagement and performance by using sales AI and advanced analytics better prioritize opportunities, accounts and actions and generate more sales from your people, data, content and customers assets.

To get a demonstration of how leading sellers are enabling their virtual sales teams contact [info@revenueenablement.com](mailto:info@revenueenablement.com)