

Achieve Results with Virtual Sales Training

How We Maximize Impact in Our Remote Sessions

When companies invest in sales initiatives, they have specific outcomes they're looking to achieve. In our current business environment, organizational teams find themselves trying to decide between waiting for when they can schedule an in-person session or move forward now with a virtual training. Many sales leaders can't risk the wait and are moving ahead with remote options. We've always done virtual training at Force Management, but this capability has become much more important to our buyers. These eight strategies enable our project teams to drive impactful results for our customers:

1. Be deliberate about participation

Through numerous virtual (and in-person) training sessions, we've found that the natural extroverts will take over if we leave participation up to volunteers. Our solution is to get people involved early by asking questions and calling on specific people to answer. This process sets the standard that everyone needs to pay attention and be ready to answer when called upon. As a result, our sessions are conversational and we don't wait for participants to volunteer. Early engagement between facilitators and participants has shown to continually improve the participation over the span of the session. It also helps improve attention spans from one training session to the next.

2. Make the technology work for you

We use polls, breakout rooms, live chats, whole-group exercises and other virtual features to improve engagement. At the start of the session, facilitators familiarize the participants with all of the tools they will be using in the session. This overview helps participants feel more comfortable when they attempt to use the features, which improves individual engagement in the discussion.

3. Prepare and practice

Just like running a face-to-face meeting or workshop, our presenters always run a technical dress rehearsal before each session. This practice ensures our facilitators are prepared for transitions between content, dialogue, breakout sessions, polls and exercises. It also helps minimize delays and technical setbacks.

4. Assign critical moments for designated leaders to lead

A major part of the success of any sales initiative, is leaders who champion the program internally. We work with our client leaders and champions to ensure they demonstrate support and play an active role in the session. We identify, in advance, a few critical moments for them to lead in the presentation. Delegating specific content for them to cover improves content flow and increases attention spans by reducing the listening fatigue that can occur from having a single presenter. It also gives additional credence to the information presented to reps, since it's delivered from people in their own company.

Every large-scale presentation has core concepts that are critical for gaining agreement before moving onto next steps. Our facilitators work with customer colleagues in advance to ensure they know their roles and are ready to offer their support of key milestones during breakout sessions, role plays and other exercises.

5. Cameras always on

In our virtual deliveries, everybody joins with cameras enabled. Our facilitators set this standard right away and let the participants know it's okay to pause the video to step away for a bathroom break or disturbance, as long as they turn it back on when they return. Having cameras on holds people accountable and helps our presenters read the room, which allows them to clearly see when topics are resonating with participants, just as they would be able to during an in-person session. As a result, our delivery team can pick up the pace or slow down during lectures, exercises, breakout groups, etc.

6. Incorporating time for breaks

Breaks are critical. People need to recharge. We know that if we go on too long without a break, we lose the audience. Our virtual delivery schedule accounts for daily breaks so we can maintain the momentum of every session and get through all of the necessary content in an effective way.

A typical training session runs for two hours, then we break for two hours, before the second session of the day. In the break, we provide a little bit of individual pre-work for the next session and then hold the second two-hour session later in the day. This schedule has shown to work well and keeps the momentum going in every critical session.

7. Each of our facilitators are equipped with two screens

Two screens help our facilitators immensely. Our presenters will have one screen to monitor everyone attending so they can call on people, see when people are done with tasks and read the audience as they present. Our facilitators use their second screen to view their delivery presentation, breakout rooms, polls, etc. This set-up also makes it easier for our facilitators to have a separate chat window open so that they can communicate with their internal team to make changes on the fly, when needed, to keep up the pace of the training.

8. Designated internal roles

In Force Management Virtual Deliveries, we keep the presenter role as just that. We then use other internal team members (project manager, other facilitators, etc.) to help keep track of time, capture notes, manage participation and moderate chat functions.

Delegating the other duties helps to make sure our main presenter can do his/her best at ensuring an engaging session. All of the other roles play a critical part in providing additional value to participants during and after the session.

Ready your organization for the next normal

Organizations are working right now to improve their ability to compete in the new B2B sales environment. Many of these sales leaders can't afford to wait. Virtual deliveries help them reach their goals faster and better prepare for what's next. Consider every option at your disposal and prioritize what's needed to enable your organization to succeed right now, next quarter, and next year.

We're ready to help you maintain momentum in your sales initiatives through virtual delivery. [Reach out to us](#) if you'd like to learn more.

LET'S TALK