

**Posts**

* COVID-19 was a temporary setback, but virtual selling is here to stay.
* Virtual selling is no longer a trend. It is simply how we do business now. Going forward it will remain a big part of how we sell.
* Virtual selling is here now, and it is here to stay. Going forward virtual selling will remain a big part of any business success equation. Clients who rarely agreed to a virtual sales meeting before Covid, have quickly become comfortable with it.
* Many entrepreneurs who previously did not enjoy outside sales have found virtual selling much easier and less stressful. They report approaching selling with more enthusiasm and confidence.
* Sales and social media expert, Bill Todd has produced a free “virtual selling” seminar online. He reviews powerful steps that will dramatically improve your ability to sell and follow-up online. He provides you with simple, yet powerful virtual sales tactics that can be used immediately. Todd shows you exactly how to use a smartphone, laptop, or desktop to deliver effective sales calls.
* Virtual selling is here to stay. Even when face-to-face meetings come back, most sales will continue to be done virtually. You must master the virtual sales environment to succeed in the new normal. RG
* In the vast majority of cases, you do not have to physically meet, or take people out to dinner, or entertain them, to win deals. Buyers are now comfortable with videoconferencing and expect to be invited to log into video sessions. If you do not feel comfortable leading a video sales call, you are, in all likelihood, putting yourself and your organization at a major professional disadvantage.
* Virtual selling is now fundamental to growth in a market where remote selling is the “next normal.” Forbes
* Strategically, a virtual selling infrastructure gives B2B sellers the opportunity to differentiate the buying journey with video and virtual experiences that substitute for face to face. A virtual infrastructure can also dramatically extend sales coverage beyond the traditional bounds of geographic, territory, and functional constraints. Forbes
* Social selling leaders manage to create [45% more sales opportunities](https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi) vs. their competitors.
* 70% of marketers have moved their face-to-face interactions partially or fully to a virtual platform, and many do not see this as a short-term fix.
* Among the many factors driving the increase in virtual selling, buyer preference stands out as #1. Buyers are fast becoming digital-first and don’t feel a strong need for face-to-face communication.”
* The pandemic accelerated the adoption of remote work, and remote sales are more important than ever. For sales organizations, especially those lagging behind, it is time to shift focus from traditional, offline strategies to more modern digital tactics. Vainu.com
* In the coming months, companies will rethink a prospect's path to become a customer. We will see more salespeople spend time on social selling, sharing relevant content, and building relationships in place of traditional cold calling. Vainu
* During the Pandemic more than half of marketing teams **(53.6%)**increased their online presence after identifying the need to open new, direct lines of communication with customers. Are you playing catch up?
* 70% of marketers have moved their face-to-face interactions partially or fully to a virtual platform, and many do not see that as just a short-term fix.
* One of the more unassuming winners of the pandemic from a marketing point of view has been virtual selling. A quarter of consumers saying they plan to actively participate in virtual sales meetings when the pandemic is over.
* Nearly 90% of sales professionals report the importance of accessing video viewing data to qualify leads, engage prospects, or influence deals. (Vidyard, 2021)
* A face-to-face Zoom sales meeting can be 34 times more successful than an email according to HBR.
* During the last five recessions companies that continued to be aggressive in sales and marketing experienced revenue growth of 275% during the inevitable recovery. In contrast, those businesses that cut back on sales, marketing, and advertising enjoyed only a 19% increase in revenue during the same upturn.
* Quotes
* Social media has completely transformed the way people interact with each other—including the way sales professionals interact with customers and prospects. Social selling is one of the hottest trends in the business world, yet many sales professionals remain skeptical of its effectiveness. -Zoom
* “Virtual selling adds value all the way through the buyer’s journey – it’s a multi-touch process if your strategy is set up correctly.” – Jack Kosakowski
* “Sellers who’ve embraced virtual selling are creating new opportunities that totally bypass traditional sales channels. It’s about good selling – using all the tools that are available to you today.” – Jill Konrath
* “It’s time to go where your buyers live: online. If you pride yourself on being where your buyers are, why aren’t you online yet?” – Jamie Shanks
* The modern buyer is digitally-driven, socially connected, mobile-empowered, and has unlimited access to people. Virtual selling makes a cold call less cold” – Jelle den Dunnen.
* “It’s time to go where your buyers live: online. If you pride yourself on being where your buyers are, then why aren’t you virtual selling yet?” – Jamie Shanks
* How do you improve your virtual selling skills? First, you need to recognize that this is not going away anytime soon. You must embrace our new normal and look for ways to use technology to make you more efficient and effective in your job. T. Morris
* Virtual selling has simply become selling in 2021.Most business-to-business customers prefer virtual selling, so why is it so tough to execute? Sushant Khandelwal
* A recent global Bain & Company survey found that 92% of B2B buyers prefer virtual sales interactions, up 17 percentage points from May 2020.
* Virtual selling channels offer growth-oriented companies the potential to transform sales performance and accelerate growth. Selling Power
* Although virtual selling is new to many sellers, it is created more opportunity than struggle. Sellers use the virtual selling environment to stand out from the competition leveraging technology to differentiate the virtual experience. Other sellers take advantage of less windshield time, becoming more productive. Sellers are engaging additional decision-makers and involving them earlier in the selling process. A new selling environment coupled with new technology has created new opportunities. Tough times are good!