

VIRTUAL SELLING 2021

Case Study

Field sales manager breaks out of deep, 18 month long Covid slump by adopting several creative virtual sales ideas.



According to McKinsey Consulting, during the first ninety days of the COVID-19 pandemic, 90.3% of all selling activity moved online. B2B sales transitioned even quicker as 96% of sales took place virtually.

Just three months into the pandemic, Bill McCann, a sales representative for Gentry Inc., confirmed that 94% of his clients were no longer working from their offices. He reported that 72% of his clients were working from home and the remaining 22% had been furloughed.

In the summer of 2020, Bill left his clients a multitude of voicemail messages that simply were never returned. It seems it did not take long for people to stop checking their office voicemails.

During this same time period, only 4.6% of his client emails generated any kind of response.

Bill assumed that his clients were no longer allowed to authorize purchases. In short, their 2020 budgets had been completely frozen.

On several occasions, he hand-delivered sales collateral with personal letters to his clients' physical offices. The few times the doors were not locked, his only option was to leave the material with a security guard.

Bill's sales manager was very encouraging during the first six months of the pandemic. Once every week, he would call each member of his sales team and reassure them this would all soon pass, reminding them that their clients and prospects would soon be back at work and everything would return to normal.

In February of 2021, Bill came across a podcast reporting that McKinsey Consulting was telling their customers, "If you are selling today the same way you did back in March of 2020, you need a wake-up call!"

The host reported that nine months into the pandemic, several salespeople across several industries were flourishing because they simply changed the way they were selling. He stated that the *Harvard Business Review* had reported that virtual selling can be thirty-five times more successful vs. just sending out emails and making phone calls.

The podcast's host stressed that in 2021, salespeople needed to go where their customers were. In short, they were no longer in their offices . . . they were online.

Bill took the initiative to invest in a new online sales course entitled Virtual Selling 2021 by master sales coach Bill Todd. Almost overnight, he learned how to blend together online sales calls, meetings, texting, email, and social media to reach customers and prospects alike.

This course taught him how to easily master Zoom and several other online selling platforms. He also learned that you do not have to invest a lot of money in lighting, audio, or software. In fact, he learned how to conduct most of his virtual sales calls just using his smartphone.

Bill learned how easy it was to deliver full-color sales collateral, proposals, and presentation decks. Unlike his competitors, he now knew how to deliver very large attachments to each client's email system.

This course taught him exactly how to adjust his home's Internet router to deliver the highest-quality video and clear audio to his clients—even when all his kids were simultaneously online.

Bill rapidly mastered how to leverage LinkedIn, Facebook, Twitter, and Instagram to communicate with his clients and pinpoint new sales prospects.

During the spring of 2021, Bill's sales manager and co-workers were still waiting for things to return to normal. Meanwhile, he was generating a growing stream of revenue from his existing accounts plus bringing in new first-time business.

In the summer of 2021, when many clients began to slowly return to their physical offices, Bill continued to leverage virtual selling. He found that his clients and prospects had become amazingly comfortable with virtual meetings. In fact, it was far easier to secure a virtual meeting vs. an old-fashioned face-to-face meeting.

Virtual sales meetings only take 42% of the time that traditional face-to-face calls require. Bill's clients learned that he quickly got down to business during virtual sales meetings. By his own admission, he now has a distinct competitive advantage over his competitors who are seeking old-fashioned in-person sales calls.

Bill's investment for online virtual sales training has generated a rapidly growing stream of revenue from both existing clients and new first-time accounts. Currently, he is generating a 41% increase in booked revenue month over month.