

Remote Relationship Development



Virtual Sales and
Leadership Conversations





OVERVIEW

The historic novel *Brave New World*, by British author Aldous Huxley, was published in 1931. Largely set in a futuristic state, it has been ranked as one of the top 100 novels of all time. This decade of the 20s is our new world. Up is down, right is left and considerable elements of our very existence are off center. The phrase next normal is one we will likely experience far into this decade. Despite the improved health of our nation, a recent study with 500 epidemiologists indicates they would wait one year or more meeting with someone they don't know well. And that was before the waves of new cases appeared.

Some suggest we're in the early innings of a most troubling trifecta. The economy struggles to return to pre-pandemic days and it may take years for that to happen.

The combination of record unemployment and civil strife alters our personal existence. Employers face a delicate balancing act between gathering associates together to optimize productivity with persistent health concerns.

Based on those and other factors, working remotely continues to expand far beyond the five million employees that toiled from their couch at the end of 2018. Video conferencing has replaced handshakes and hugs and bankers skilling up to maximize the effectiveness of conversations with clients, prospects and Centers of Influence is a key imperative at every organization.

That's why St. Meyer & Hubbard created **Remote Relationship Development**.



REMOTE RELATIONSHIP DEVELOPMENT

This eight-part series outlines:

- Pre-Conversation Considerations
- Workplace Considerations
- Need Defining Conversations
- Partner Conversations
- Technical Considerations
- Ice-Breaking Conversations
- Story & Testimonial Conversations
- Sales Leadership & Coaching Conversations

Each session provides numerous practical tips and ideas around one central theme – how do virtual conversations maximize the experience buyers have? Each module also contains summary commentary and sales leader tips from Bob St. Meyer and Jack Hubbard.

Watch as often as you need. Viewers pick up new ideas every time they tune in. It's a new time, it's a next normal and whether it's remote or face to face, relationship development is inextricably tied to our brave new business conversation world.

The corresponding Resource Guide is filled with book and blog ideas and practical tips on how to prepare for, execute and follow up on virtual conversations. We've also developed coaching tools for sales leaders that help create the foundation of a Virtual Performance Culture.

Session Descriptions

PRE-CONVERSATION CONSIDERATIONS

- What today's B2B buyer wants
- Foundations of trust – the trust equation
- The 5Cs of trust based selling
- Customizing the meeting invitation
- Meeting confirmation with value and mindshare
- The agenda – to keep everyone focused
- Space preparation

WORKPLACE CONSIDERATIONS

- Speed and bandwidth testing
- When to schedule meeting
- Developing routines
- Avoiding Zoombieism
- Being video ready
- FOLO – First on, last off
- Synchronize with WFH partner
- Customized conference room

NEED DEFINING CONVERSATIONS

- Pre-boarding – getting great questions ready
- BNG – context setting questions
- Insight – what no other banker will ask
- First Call Six – the why questions
- Turkey Feathering
- Summarize – non-product feedback
- Note Bites – bulleted way to listen

TECHNICAL CONSIDERATIONS

- General settings best practices
- Utilizing whiteboard and annotation features
- Seamless switching
- Join courtesy
- Customizing the waiting room

ICE-BREAKING CONVERSATIONS

- Integrating communication styles into the conversation
- Building trust and credibility
- Showing empathy
- Orienting the buyer to the system
- Frame the conversation – same page agenda
- Body language, eye contact and tone
- The 1,002 rule – avoiding overtalk

STORY & TESTIMONIAL CONVERSATIONS

- Share of Heart – the way to their wallet
- Video testimonials and case studies
- Landing a story in their life
- Seek commitment – next steps
- Calendar – know it, don't show it
- Conversation Recap – uncommon follow up
- Tweeners – value between virtual visits

Session Descriptions

PARTNER CONVERSATIONS

- Sales Process – your way, one way
- Prepare - roles and goals
- Smooth handoff
- The Rehearsal – seamless and coordinated
- The Conversation Model – who's in charge
- Plan B – if technology fails
- Private chat – how to use carefully
- Virtual trouble signal
- Follow up – who and when
- Teamboarding – virtual Onboarding

SALES LEADERSHIP & COACHING CONVERSATIONS

- The Performance Pyramid
- Sales Leader Routines
 - Team meetings
 - Check-Ins – strategic one-on-ones
 - Observations – live and recorded
- Skills and Results Coaching
- Action planning and follow up

