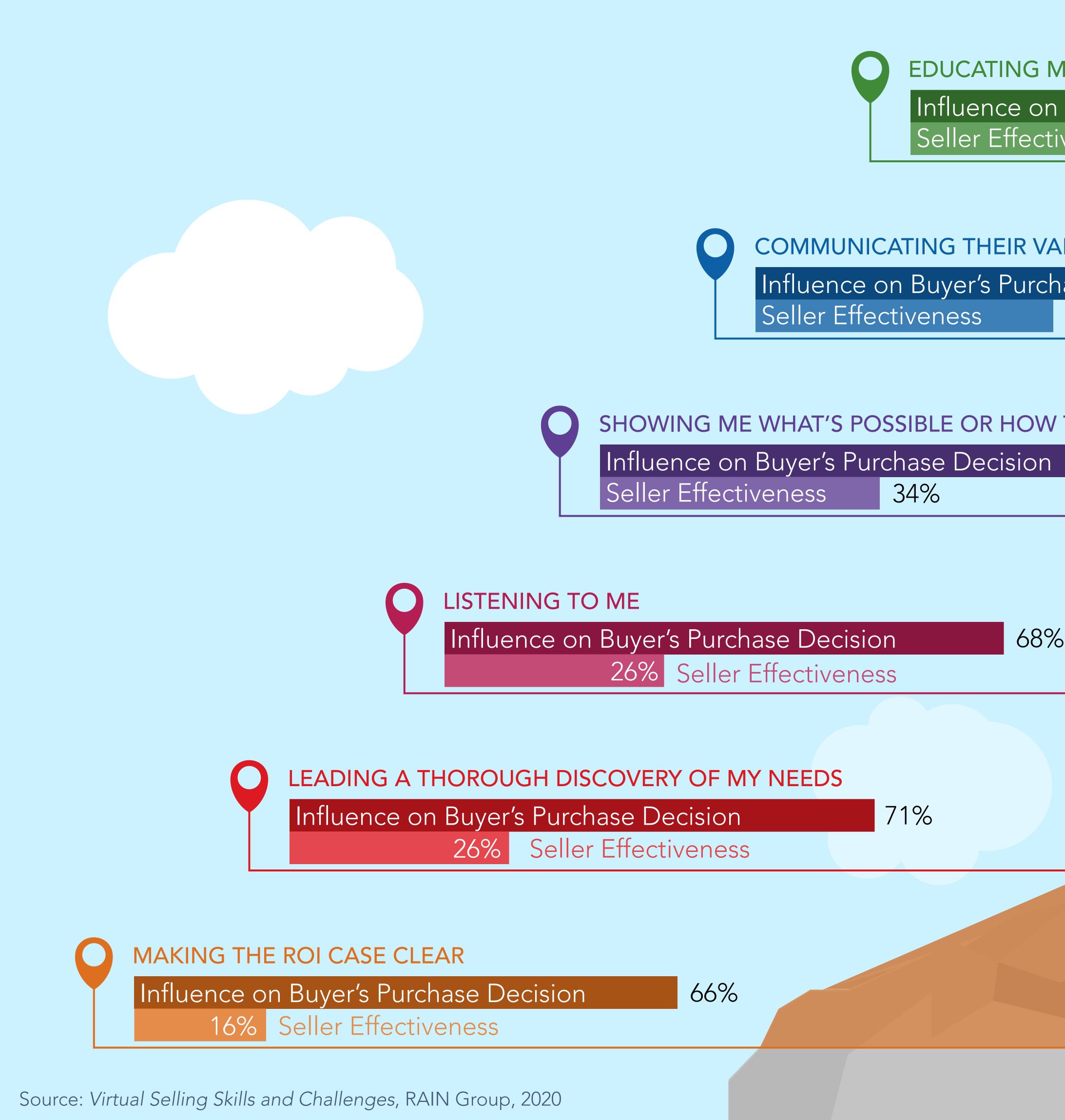
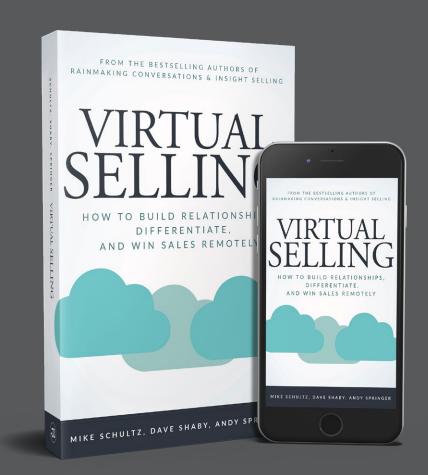


## Close the Gap Between What Buyers Want and How You Sell

The RAIN Group Center for Sales Research surveyed 528 sellers and buyers on their virtual buying and selling experiences. We uncovered significant gaps between what influences buyer purchase decisions and seller effectiveness. If you want to succeed in virtual selling, you must close these gaps.





Take the "New Norm" by Storm with Our #1 Best Seller Virtual Selling: How to Build Relationships, Differentiate, and Win Sales Remotely will take you step-by-step through everything you need to do from mastering the medium to sharpening your virtual selling skills. You'll discover how to overcome virtual selling challenges and reach your sales goals without face-to-face meetings. <u>Buy your copy now. >></u>

ME WITH NEW IDEAS AND PERSPE	ECTIVES	
n Buyer's Purchase Decision tiveness 44%	64%	20 POINT
ALUE chase Decision 60%		24 POINT
36% V TO SOLVE A PROBLEM 68%		<b>View</b> <b>34 POINT</b>
%		42 POINT
		<u>45 POINT</u>
		50 POINT

## WAYS TO NARROW THE GAP

Educate buyers with Insight Selling, the process of creating and winning sales opportunities and driving change with ideas that matter. Click here to learn more about the two types: 1. Interaction Insight

2. Opportunity Insight

Click here to learn more about the 3 rules to develop a winning value proposition:

- 1. Resonate
- 2. Differentiate
- 3. Substantiate

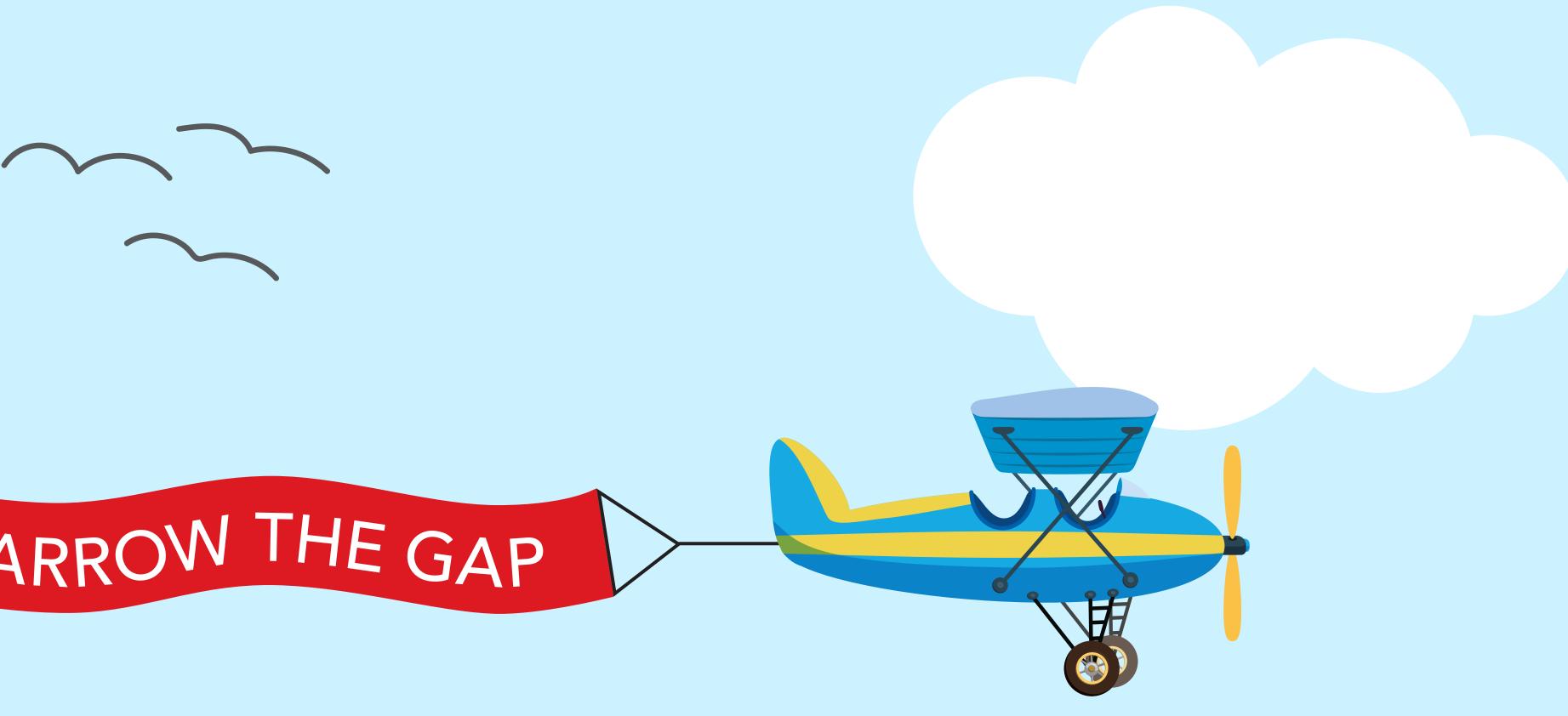
Solve buyer problems by:

- Inspiring buyers with new possibilities
- Redefining buyer needs
- Maximizing the value of what you offer
- <u>Click here</u> to learn more.

The best way to show the buyer you're listening is to:

- Restate what the buyer has said
- Make eye contact, nod, and give verbal cues
- Send a summary email
- Stop talking so much

Upskill your team with a complete virtual selling curriculum covering all stages of the sales process and sales management. <u>Learn more about our Virtual Selling Essentials program. >></u>



To conduct a thorough needs discovery, download 50 Powerful Sales Questions and:

Use a needs discovery checklist

Ask questions before and after a meeting

When talking on video, write in real time on the screen

Click here to learn more about how to communicate a strong ROI case, including how to:

Calculate the business impact

Communicate the emotional impact

Demonstrate the impact compared to the alternative

Ask what won't happen

RAIN Group Boston - Bogotá - Geneva - Johannesburg London - Mumbai - Seoul - Sydney - Toronto

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