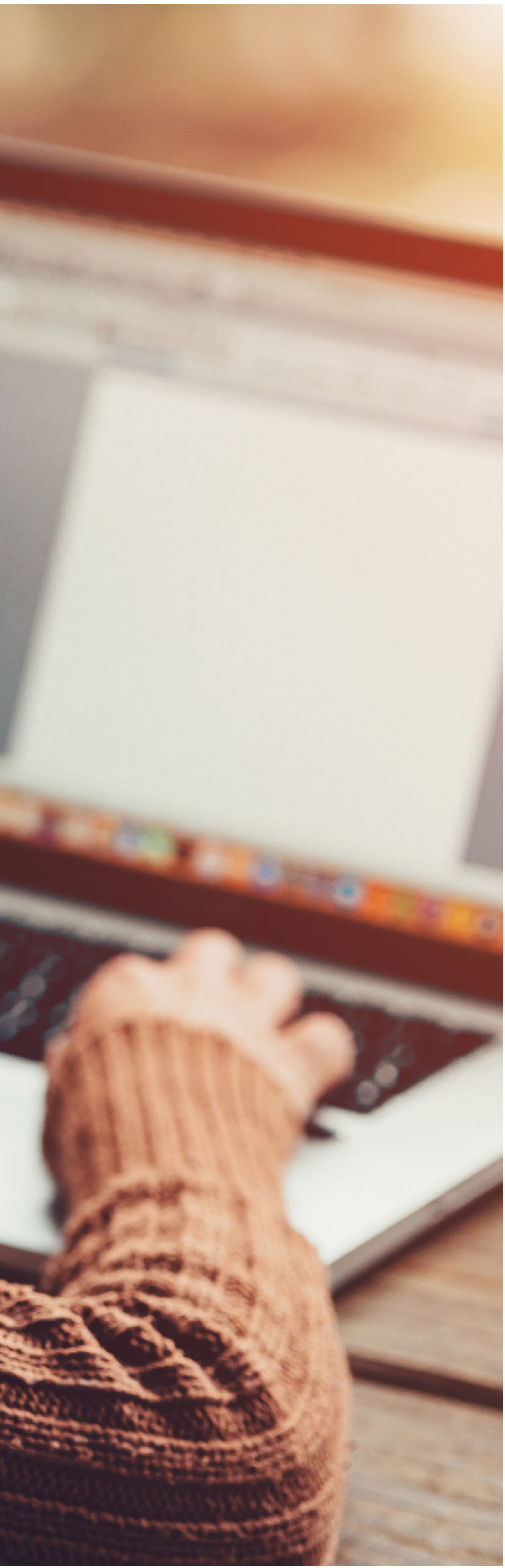
SALES FOCUS
INTELLIGENT SALES OUTSOURCING

How to Thrive in the Era of Virtual Customer Acquisition

SALES SOLUTIONS FOR VIRTUAL SALES



CONTENT

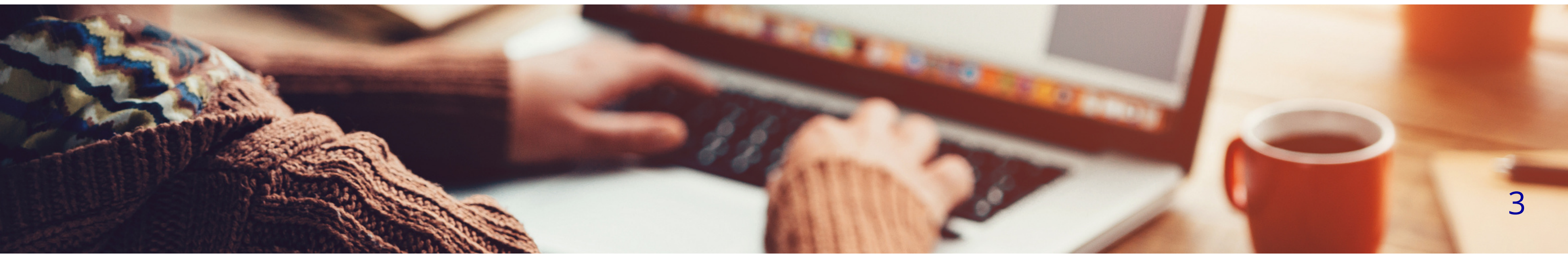
1. THE VIRTUAL OFFICE

COVID -19 has forced the business world to re-evaluate working process and find ourselves having to adapt our strategy from a pure office based environment to one which can either be a hybrid of working in the office part time and work the remaining time virtually, or there may be a need for a representative to work virtually full-time. No matter what option is adopted by the organization, there will be certain requirements that will need to be met to ensure that a professional image is presented to the clients and their customers. The final option is that some representatives can work within the office on a full-time basis as long as the local and state mandates are being applied and followed.

The virtual office needs to be one that is free of distractions and interruptions. The representative must be disciplined enough to work on their own and remain focused on the task at hand. The ideal virtual office environment must include a desk space and chair, with good natural light. This does not include family living space with distractions such as a television, or members of the family surrounding the work environment.

If the representative has shown that he/she can easily be distracted within an office environment, this would suggest that operating unsupervised in a virtual workspace is not an idea solution for this individual.

To ensure that productivity is a full focus, the representative must understand what his/her KPI's are and what is required to be accomplished each day. This will require daily tracking and follow up as well as regular coaching and discussion by the supervisor of the individual.



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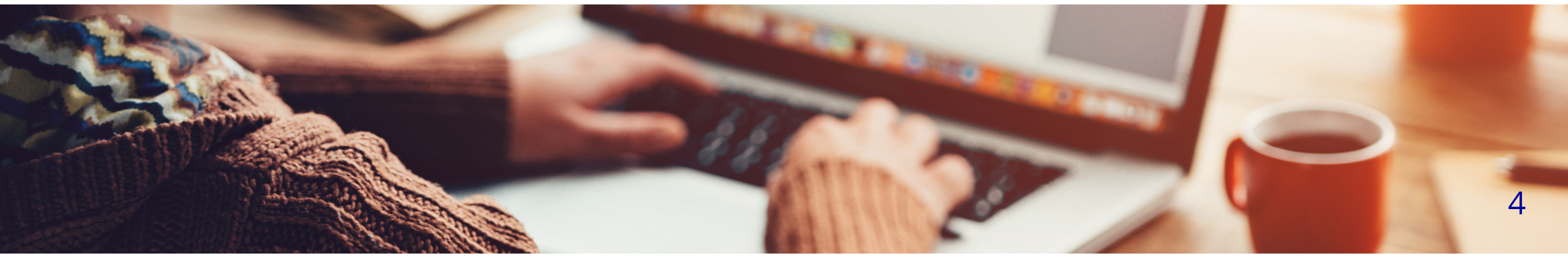
2. TECHNICAL REQUIREMENTS

- PC or Laptop with the latest Windows or iOS
- Minimum of 15 inch Monitor
- Sound card
- Video card
- Webcam with a minimum 720p
- USB headset (No Bluetooth)
- Internet Security - Malware and Spyware Protection
- High Speed Internet - Minimum 50 Mbps
- Ethernet Connection - being hardwired to the Internet ensures connection strength, reliability, and security
- Business Email



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3. VIRTUAL SALES

Checking In & KPIs:

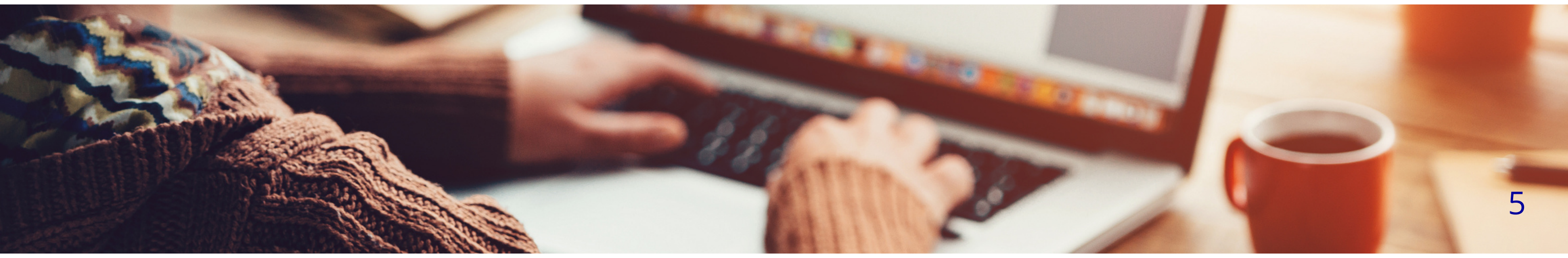
One of the things that 2020 has taught us is that adaptability of the business model is necessary and this needs to happen quickly. With COVID 19, “Plan and Pivot” and how to, “Act with a Sense of Urgency” is our model. We have had to create and develop the “Virtual Office Environment” and to train our staff to remain focused on delivering the goals and objectives required by our clients in spite of the challenges. Unlike the traditional office environment, the Virtual Office presents challenges in the daily management, motivation factors and productivity levels. The manager of the traditional office space can effectively challenge and motivate his/her sales teams by walking the floor and interacting with the team both individually and as a group. However, when leading his/her team who may be working virtually and out of the office, this becomes more of a challenge.

Checking In On a Regular Basis:

At a minimum, there should be a morning check-in call with the individual working virtually to discuss the plan for the day and the previous days activities. A follow-up call should be scheduled in mid-afternoon to discuss activities, challenges and successes for the first part of that day. Random calls should also be considered especially when the supervisor notices limited activity from the individual.

The Importance of KPIs:

KPIs are the road map to success. They help with planning and the performance management process. The KPIs allows both the manager and the representative to track productivity and effectiveness throughout the day. It also provides direction for the supervisor to help the individual who are not achieving their KPIs to get back on track. The KPIs set must be achievable for the representative and also be in line with the client and business expectations to ensure goals are being achieved.



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KPIs include the following categories:

- Calls made
- Decision makers contacted
- Appointments/Demonstration scheduled
- Leads added to pipeline
- Emails sent
- Deals/Sales completed
- Call Quality

Monitoring KPIs:

It is important to monitor the KPIs throughout the day to ensure that the basic calls are being met and to ensure that the representatives are being held accountable to drive productivity and performance. Technology is essential to monitoring individuals as well as the team's performance. The use of phone systems equipped with software that tracks keystrokes on a computer and that provides reporting for all call activity is essential. In addition to a monitoring system, those working from a virtual office must complete activity trackers throughout the day. However, technology should always be the foundation of the monitoring system to capitalize on the visual a supervisor has on all virtual working environments.

Technology Solutions to Measure Performance:

- Phone System - Aircall, eDialer, Dialing Innovations
- Keystroke Logging - Keylogger, Key Grabber, Adobe Captivate
- Productivity Monitoring Software - Remote Desk, Prodoscore

Managing Call Quality:

Not only is it important to measure productivity and performance, it is essential to measure the quality of the calls being made to potential customers. This can be accomplished by either remote listening or by call recording. It is important to listen to the calls on a regular basis and to measure the quality against a set of criteria and to make sure that the calls are in a professional setting without background interference. The review of the calls should be included in each coaching session with the individual and additional training implemented such as role playing and content discussions.

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The criteria of the calls include the following elements:

1. Introduction
2. Understanding of the customers company
3. Use of closed questions
4. Listening skills
5. Call flow/Conversation
6. Discovery.
7. Sales Technique
8. Objection Handling
9. Sales close

4. THE SALES CALL

A successful sales call is one that ends with an agreement by the customer to either buy the product or service that you are selling or more often than not agree to move to the next stage in the process.

The key to a successful call is the preparation and structure that is applied. A good sales call is one where you build rapport, trust and a relationship that will carry you on through the call and any future conversations. A good sales call is when you have the opportunity to tell a story, build emotion and create the customer's interest.

Within the office environment it is much easier for the reps to be focused and stay on track as they have people around them who are doing a similar job and are following the same process. Working virtually lacks the rallying that can often occur within the office environment. To ensure that the representatives who are working virtually maintain an efficient structure and process, there should be goals established and continually monitored by the supervisor. Additional motivation for the virtually representative therefore becomes the key to continually help him/her improve and stay focused.

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Your preparation, planning and focused delivery for the potential customer should keep these things in mind:

- Make sure you know who you are calling - Do the research in advance.
- Learn who the decision maker is.
- Have at least 2-3 value add points about the company or product you are selling.
- Set out a clear goal or goals that you want to achieve during the call.
- Know what you need to find out during the call.
- Know what the next steps are after your call

Step 1: Introduction

- Make sure that you have a short opening that covers who you are, who you represent, why you are calling and the benefits that the product you have can bring to the customer. Remember you only have 15 -30 seconds to get the customers interest and your foot in the door.
- If you are dealing with a gatekeeper and you know who your decision maker is, make sure that you ask for them by name.
- Introduce and discuss the product, making sure to highlight the benefits.
- Listen while the customer answers, then take a pause before you respond.

Step 2: Discovery

- Ask open ended questions to establish the needs of the customer.
- Ask about their buying process - "Who is involved?"
- Ask any about their specific needs in relation to the product.
- Be consultative.
- Ask what is important to them.
- Ask how you can help solve any problems
- Ask about any short or long term goals.
- Ask "What if" questions.
- Establish next steps.

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Step 3: Handling Objectives
- Listen to the objective.
- Pause before responding.
- Remain poised and not defensive.
- Ask probing questions in order to find out more about the objective.
- Restate the objection.
- Answer the objection.

Step 4: Follow a Process
- Listen
- Define
- Restate
- Present a Solution
- Close (or move to the next stage)

Step 5: Presentation
- Present to the customer’s need as defined in the Discovery.
- Link the benefits to the customers need.
- Give a general overview of the product/service and the company.
- Use simple language, avoid jargon.
- Check understanding as you go along.
- Keep the presentation focused on the needs of the customer.
- Involve the customer in the presentation as much as possible.
- Summarize the call.
- Agree to next steps.

Step 6: Closing
- Summarize the solution that you have been discussing.
- Confirm the customers understanding of the solution that you are providing and the value it provides for them.
- If there is a follow up call needed, arrange it and ensure the invite is sent out immediately after the call.
- Don’t be afraid to ask for the order - "Why don’t we go ahead with this?"

Working virtually may well be a new experience for the individuals who will be working away from an office environment. It is therefore very important to create a process to prepare the representatives to work efficiently and effectively while maintaining a monitoring structure. A supervisor cannot simply expect these individuals to work with the same effectiveness as they are used to in the office. Therefore, a very specific process should be put in place.

- Virtual environment preparation and control
- KPI understanding and monitoring
- Regular communication
- Process driven training and development

5. THE VIDEO CALL

The video call has become an important part of any business operation. To ensure that the Video Call is both professional and successful, there needs to be a set of clear guidelines on how the rep should conduct themselves.

Video Call Etiquette:

- Prepare your space prior to the call - Ensure you have a quiet space free of extra noises and distractions.
- Be on time - Always connect to the video call with enough prior time to ensure that your system is working and that all audio is functioning properly.
- Have a professional background & setting - Since those joining the video call can see what is located behind you, it is important to be aware of this and to create a professional atmosphere around you. This includes lighting and your attire.
- Maintain a professional demeanor - There are often more than two individuals on a virtual video calls, so it is important to maintain a respectful conversation. Avoid overly controlling the call, interrupting, and not actively listening.
- Mute your mic if you are not actively speaking - This will help you avoid background noises and natural interference.

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6. SALES FOCUS AND THE VIRTUAL OFFICE

In 1998, Sales Focus Inc. (SFI) pioneered the Sales Outsourcing industry. Since then, our focus is to recruit, train and manage dedicated sales teams for our clients according to their needs and expectations.

In 2020, we were presented with the challenge of COVID-19. Sales Focus, like many businesses, had to adapt our model to reflect the need to have many of our sales center staff work virtually. By continuing our influence of successfully adhering to the KPI requirements for each program, we were able to maintain consistent productivity for our clients.

As we progressed through 2020, we continued to fine tune our strategy and adapt to the changing federal and state guidelines and restrictions. What that time has shown is that Sales Focus can pivot and provide a virtual service that is similar to that of the in-office model. We provided a professional sales team who continued to be productive in a Virtual Office, effectively managed teams and individuals no matter their location, continued to grow revenue for our clients in the toughest of times.

SFI's Focus:

Our focus is simple. Make you successful! Our goal is to exceed your sales goals and expectations! If your company cares about quality and brand protection, then Sales Focus is the solution for you. No one has the level of experience in the sales outsourcing industry like we do. We have 25 years of experience across all business verticals and have executed thousands of contracts for our clients, and have zero complaints. Call us at (410) 442-5600 today to a free evaluation and see what SFI can do for you. Visit us at www.salesfocusinc.com.

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