

MASTERCLASS IN VIRTUAL SELLING

PITCHING, NEGOTIATING
AND COMMUNICATING
IN AN ONLINE-FIRST WORLD



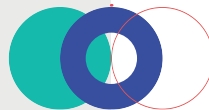
MASTERCLASS IN VIRTUAL SELLING

Recent events have accelerated trends towards 'virtual selling' where face to face meetings with your prospects and customers have moved online.

The Masterclass in Virtual Selling will help you and your team make the transition and accelerate the process for companies who have already begun leveraging online tools. It will focus on **Pitching, Negotiating and Communicating** in an online-first world.

You will have the opportunity to learn and practice virtual selling skills, hear from peers and come away with practical tools to implement in your own sales and marketing efforts. This masterclass is offered as an intense, interactive, 3-hour online session, so be prepared to engage to make the most of your time.

Enterprise Ireland has continuously supported clients with a six-part framework covering all aspects of the sales and marketing process and this masterclass with signpost follow on options in other areas.



Who should attend



The masterclass is aimed at Enterprise Ireland clients looking to start or improve their virtual sales process, with two people from each company joining.

Typical attendees are the company CEO (or equivalent) and a senior colleague who is responsible for the Sales Process. Since the masterclass aims to embed 'best-practice' habits in your team, we may consider requests for additional colleagues to join.

Please be aware that each masterclass is a small group and you will be carefully matched into virtual break-out sessions.

Outcomes

After completing this virtual masterclass, you and your team will:



Understand Virtual Selling, including the benefits and challenges it presents for you and your customers.



Recognise effective virtual selling techniques to increase your pipeline and chances of sales success.

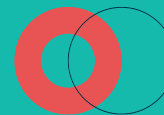


Start using best practice communication techniques and apply professional advice for running engaging online sales meetings while Interfacing with prospects online.



Be ready to craft your virtual sales pitch and ahead of starting negotiations in a virtual world.

As the Masterclass is delivered online, this is your opportunity to practice these skills before deploying them with real customers. Participants will also receive an implementation guide to suggest tools and next steps.



Optional 1 to 1 and further Enterprise Ireland support

The Masterclass in Virtual selling is part of Enterprise Ireland wider supports for Sales and Marketing. Depending on your need, you may have the opportunity for a 1 to 1 engagement to embed the masterclass learnings in your company.

In addition, other Enterprise Ireland supports such as Excel @ Market Intelligence, in-depth eMarketing engagement, the Strategic Marketing Review (SMR), the Business Growth Advisor (BGA) or our longer-term International Selling Programme (delivered in conjunction with TUDublin) may be suitable follow on steps to the Masterclass.

Delivery partners - IMS Marketing



IMS are a strategic marketing partner for companies looking to research, enter or grow the markets for their products and services internationally.

The IMS team includes a senior team of advisors who are experienced in supporting all stages of the sales and marketing process. Working with companies of all sizes and stages of internationalisation they have assisted clients in over 15 countries in the past three years.

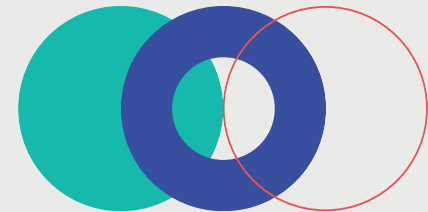
Costs

By participating in the pilot, Enterprise Ireland clients can avail of the online masterclass at no charge. Later workshops will have standard pricing (€300 per client).

As we are limiting class sizes to encourage interaction, they will be oversubscribed. We do need to reserve the right to charge for late cancellations as Enterprise Ireland's aim is to embed these learnings into as many exporting companies as possible.

Dates, duration and how to apply

- Duration : 9.15 am to 12.30
- Dates 5th and 9th November (with further dates to be announced)
- Link to signup for the programme: click here <https://bit.ly/2NbZnCr>



For more information



For queries on this, and other Enterprise Ireland Management Development Programmes:

Paul Browne
Programme Manager, Client Management and Development
E: paul.browne@enterprise-ireland.com



For queries on Enterprise Ireland's one-to-one Sales and Marketing Supports:

Akiko Sato
Market Advisor, Sales and Marketing Unit
E: akiko.sato@enterprise-ireland.com

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