



**EBOOK**

# **A Quick Guide to Remote Selling Best Practices**

Everything You Need to Make  
Remote Selling Work for You



# Improve Your Sales Cycle with Remote Selling

The average sales cycle has increased due to the pandemic as buyers are more cautious with their purchasing decisions. This makes it especially difficult for organizations that have relied on traditional sales tactics like in-person events, trade shows, and face-to-face meetings to generate pipeline and revenue. However, remote selling is quickly becoming the solution to navigate disruption.

## This eBook

outlines remote selling best practices to **accelerate sales** in your organization and **pivot successfully** and thrive in this new environment.





# Why the Right Outreach Methods Make a Difference

People buy from people, not companies, and real connections built on understanding are at the root of closing deals. Organizations that combine Lead Development Representatives (LDRs), Business Development Representatives (BDRs), and Inside Sales Representatives (ISRs) experience higher success rates compared to those that only use one type of agent.

By having a solid nurturing strategy and constantly fostering more robust relationships with key stakeholders, you'll be adding more sales qualified leads (SQLs) to your pipeline in no time.



## Lead Development Representatives (LDR)

LDRs reinforce the strategic value of BDRs. They free up BDRs by taking over top-of-funnel support tasks so that BDRs can concentrate on target accounts and mid-funnel support activities.



## Business Development Representatives (BDR)

BDRs play a strategic role in building relationships, earning trust, and inspiring confidence in your product or service. If you need target account and mid-funnel support, BDRs are right for you.



## Inside Sales Representatives (ISR)

BDRs work on leads and target accounts and then give them to ISRs, but deals tend to go dark. To accelerate sales, you need ISRs that will be able to see a deal through close.



# Six Solutions to Accelerate Sales Effectively

As traditional engagement activities have been restricted, sales teams are relying more heavily on presentation slides, online resources, and other technology to drive value for customers and prospects. That pivot has ultimately affected revenue growth. To enhance your virtual presence, give these best practices a try:

**1 Multichannel and Omnichannel Marketing**  
These are two types of strategies that result in different customer experiences. But together, the two give your customers a seamless experience. Let's break it down:



**Multichannel** means interacting with your customers across many platforms and channels, focusing on growing customer engagement.



**Omnichannel** is about promoting stronger, lasting engagements with your customers by integrating the channels you use—allowing you to deliver a consistent brand experience across every point of the buyer's journey. Gathering useful data and insights for the sales team

These two help you interact with customers on various channels and ensure that interaction is consistent and unified at each touchpoint.

**2 Account-Based Marketing**  
A good way to achieve your revenue goals is by implementing an account-based marketing (ABM) strategy. But if you haven't implemented a full-on ABM strategy yet, here are some things ABM can do for you:

- ✓ Identify your most profitable accounts
- ✓ Target ideal accounts with customized messaging
- ✓ Deepen your existing account relationships
- ✓ Mobilize sales to cross-sell and upsell
- ✓ Fuel growth (regional and global)
- ✓ Give you a competitive advantage

# 3

## Advertising

Regardless of the advertising method used, every point of contact the buyer has with your brand should be because of intent, with a clear, well-defined objective. This will help accelerate the buyer through a well-nurtured pre-defined journey, resulting in higher close rates for your sales team.

# 4

## Social Selling

People are spending more time online, be it for work or recreation. With people's lives becoming increasingly digital, genuine, authentic connections are a priority. Your organization needs to adjust the way they sell to align with the needs and challenges of today's buyer. Social selling is a key component of many organizations' sales strategies.

# 5

## Marketing Automation

Marketing automation is crucial in finding where, when, and how to incorporate the human touch. It allows you to scale your programs, personalize, and modify your campaigns.

# 6

## Partner Channel Support

The power of your partner channel ecosystem can be a competitive advantage, but if your organization is like most, lead follow up and visibility can be a problem. For visibility into where your leads are going, add in a layer of BDRs to generate, nurture, and track quality leads—this ensures no opportunities fall through the cracks.

# 78%



Social sellers outsell colleagues who don't use social media by 78%<sup>1</sup>

# 89%



Companies that use omnichannel strategies retain 89% of their customers<sup>2</sup>

<sup>1</sup> Social Selling Statistics for 2022. Optinmonster.com, accessed February 2022

<sup>2</sup> The State of Omnichannel Shopping. Invespoco.com, accessed February 2022

# How to Enable Your Sales Team for Success

Your sales team needs the right tools, training, and assets to sell better, close deals faster, and ultimately increase revenue at your organization. So what do they need to feel ready for anything a prospect may throw their way?

**Here's how you can enable your sales team for success:**



## Enhanced Training = Better Results

Nowadays, sales teams are expected to do more. The most successful sales teams act as business analysts, diagnosing the needs of their prospects and providing solutions that resonate with their challenges.

And with an automated sales enablement platform, it can provide sales teams with suggestions for a variety of selling situations and prospects personas. Plus, the platform can continuously reinforce the training your sales team has undergone.



## Review Your Content Strategy

Instead of allowing your sales team to spend countless hours searching for the content they need, work on communicating with your marketing team from the beginning about what type of content will help you engage with buyers throughout their journey.



## Sales and Marketing Alignment

Sales and marketing alignment can make or break your revenue goals. You can make sure everyone is on the same page by:

**1 Establishing email updates**  
Send out regular emails with links to new content, summaries of what the content is, and how best sales can use it.

**2 Creating a sales resource library**  
A one-stop-shop for all your organization's content. Have your marketing team structure it in a way that would help the sales team locate things easily.

**3 Ensuring a continuous feedback loop**  
You'll be able to form new ideas, address concerns, and determine what sales needs with an open line of communication between the two departments.



A woman with curly hair, wearing a brown cardigan over a striped shirt, is smiling and looking towards a man with a beard who is partially visible on the right. They are in a meeting, with the woman's hands gesturing as she speaks. In the background, other people are seated at a table, and there are bookshelves filled with books.

# Speed Up Your Sales Cycle with a Comprehensive Strategy

With 25 years of demand generation and inside sales expertise, Televerde offers a complete portfolio of sales and marketing solutions designed around your goals. We provide the sales and marketing alignment, strategy, and services you need to grow, compete, and drive pipeline in new and existing target markets.

Learn more about how Televerde can help.

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