CONCEPT

Virtual Selling Skills: Video Sales Calls, Digital Sales Rooms and Remote Closing

8 – 12 November 2027
Amsterdam - Zuidas business district hotel



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Introduction:

Virtual selling now carries complex B2B deals that once depended on site visits, yet many sellers run video sales calls as if they were in the room: cameras off, long slide monologues, silent stakeholders and follow-up that stalls between meetings. Deals then slip because no one outside the call sees the buying case. This Core Concept course builds virtual selling skills for account and business development staff, from virtual discovery and on-camera presence to webcam demos, digital sales rooms, mutual action plans and e-signature closing. Each participant produces a Remote Deal Plan and a recorded mock video sales call.

Course Objectives:

- Prepare virtual discovery calls with a researched agenda, stakeholder hypotheses and a screen-share plan
- Deliver on camera with deliberate framing, lighting, audio, eye line and pacing that hold attention on video
- Structure and run virtual demos and presentations that invite interaction from every attendee
- Set up a digital sales room and a shared mutual action plan that keep the buying committee moving between calls
- Handle objections, negotiate and multi-thread absent stakeholders over video and asynchronous channels through to e-signature
- Run virtual account reviews and track remote selling activity and deal velocity to improve win rates

Target Audience:

- Sellers who own named opportunities and run most client meetings over video conferencing platforms
- Business development staff who open and progress new-client deals without regular site visits
- Key account staff who manage renewals, expansion and quarterly reviews with clients in other locations
- Pre-sales and solution consultants who deliver product demonstrations through screen sharing
- Customer success staff who hold commercial conversations with client stakeholders online

Course Outline:

Day 1: How B2B Buying Moved Online and the Virtual Seller's Toolkit

- Hybrid Buyer Journey Map: Self-Research, Video Meetings and Digital Evaluation Stages
- Field Sales Versus Inside Sales Versus Virtual Selling Coverage Models
- Video Conferencing Platform Feature Audit: Breakout, Polls, Whiteboard and Recording
- Home and Office Video Studio Checklist: Camera Height, Key Light, Microphone and Backdrop
- Personal Virtual Selling Baseline From a Recorded Five-Minute Pitch

Day 2: Virtual Discovery Calls, Webcam Presence and Buying Committee Mapping

- Virtual Discovery Call Agenda Template: Purpose, Timebox, Desired Outcome and Next Step
- Pre-Call Account Research Brief and Stakeholder Hypothesis Grid
- On-Camera Communication Model: Eye Line, Facial Expression, Gesture Frame and Vocal Energy
- Engagement Check-Ins Every Few Minutes: Name-Directed Questions, Chat Prompts and Reactions
- Remote Buying Committee Map: Champion, Economic Buyer, Evaluator and Silent Blocker

Day 3: Virtual Demos, Digital Sales Rooms and Asynchronous Follow-Up

- Tell-Show-Tell Virtual Demo Storyboard With Screen-Share Choreography
- Interactive Virtual Presentation Design: Annotation, Whiteboard Co-Creation and Polls
- Digital Sales Room Build: Content Library, Stakeholder Access and Engagement Analytics
- Shared Mutual Action Plan: Milestones, Owners and Target Go-Live Date
- Asynchronous Video Recap and Written Meeting Summary Formats for Absent Stakeholders

Day 4: Objections, Video Negotiation, Multi-Threading and Remote Closing

- Objection Handling on Video: Acknowledge, Clarify, Respond and Confirm With Visual Evidence
- Video Negotiation Tactics: Concession Planning, Anchoring and Reading Micro-Signals on Screen
- Multi-Threading Stakeholders You Never Meet: Champion Enablement Kit and Internal Pitch Deck
- Remote Closing Sequence: Proposal Walkthrough, Order Form, Electronic Signature Routing and Countersignature
- Virtual Account Management: Remote Quarterly Business Review Agenda and Value Scorecard

Day 5: Remote Deal Plan and Recorded Mock Video Sales Call

- Remote Sales Activity Dashboard: Meetings Held, Stakeholders Engaged, Sales Room Views and Stage Velocity
- Case Opportunity Briefing: Multi-Site Buyer With a Distributed Buying Committee
- Remote Deal Plan Build: Stakeholder Coverage, Mutual Action Plan and Close Plan
- Recorded Mock Video Sales Call Role-Play With a Simulated Buying Committee
- Recording Review Against a Virtual Selling Scorecard With Peer and Trainer Feedback

Skills You Will Gain:

- Virtual Discovery Planning
- On-Camera Sales Presence
- Screen-Share Demo Choreography
- Digital Sales Room Management
- Mutual Action Planning
- Asynchronous Video Messaging
- Remote Stakeholder Multi-Threading
- Electronic Signature Close Management

Why Attend This Course:

- Leave with a Remote Deal Plan for a case opportunity and a recorded mock video sales call reviewed by peers and the trainer
- See yourself on camera and correct the framing, audio and pacing habits that lose buyers on screen
- Keep deals moving between meetings with a live digital sales room and a mutual action plan the buyer co-owns
- Rehearse video objections, negotiation and remote closing with sellers from different sectors and deal sizes

Conclusion:

Selling over video succeeds when every call is prepared, visibly engaging and followed by material the whole buying committee can act on. The week moves from the online buyer journey and the virtual seller's toolkit, through discovery calls, webcam presence and committee mapping, to demos, digital sales rooms, mutual action plans and asynchronous recaps, then to objections, video negotiation, multi-threading, e-signature closing and remote account reviews. The final day produces a Remote Deal Plan and a recorded mock video sales call.