



Sales Enablement Society

Sales Enablement Society Webinar

Beyond the Basics of Virtual Selling: How to Stand and Deliver in the Most Critical Selling Moments



Presenter: Tim Riesterer

Chief Strategy and Research Officer
at Corporate Visions

Customer Conversation

103 Million

Hands
on line
poker

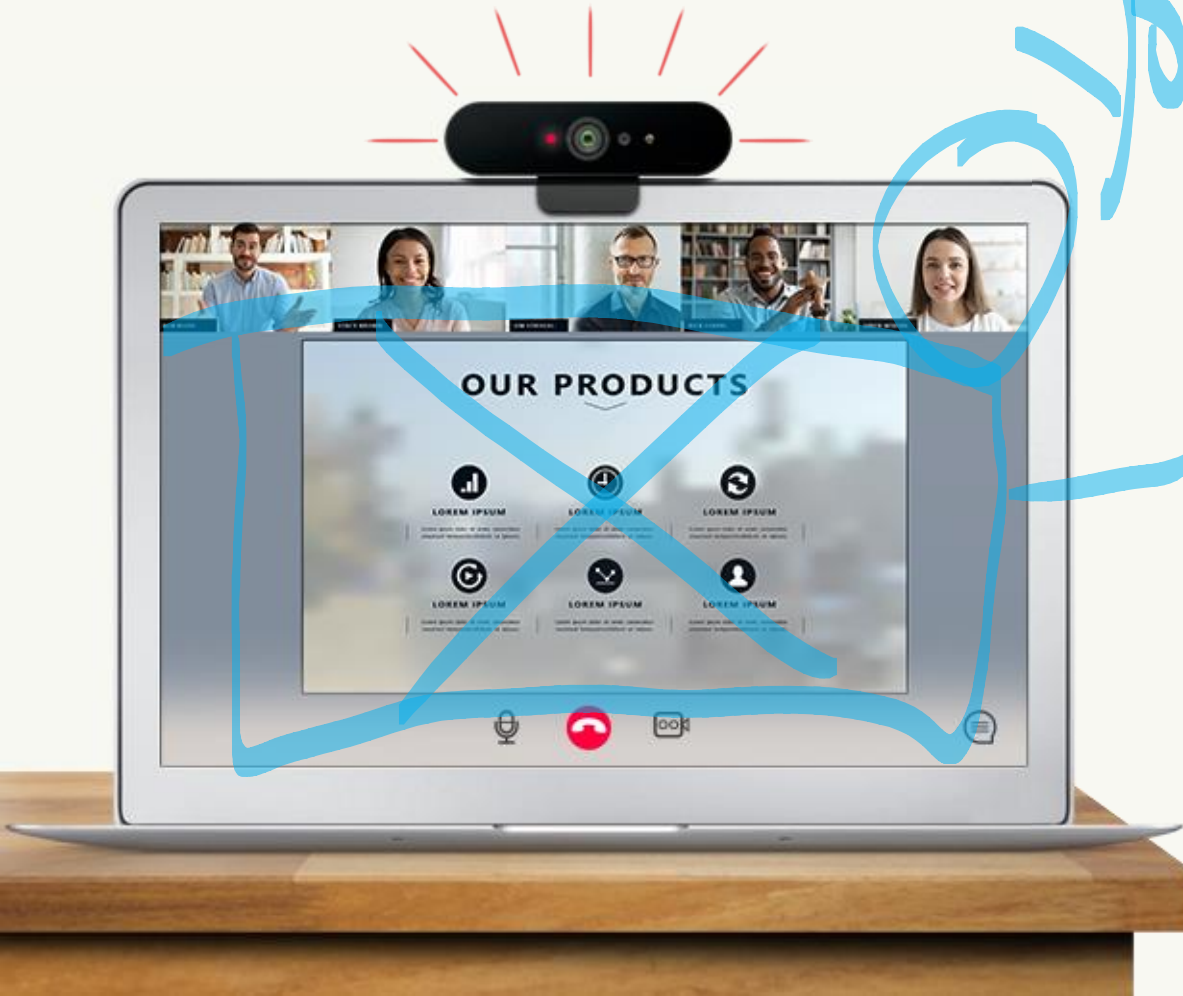
12%

Best
Hand
Wins

88%

Skill
Player

What do you need to do different?



you
83.6%
pet

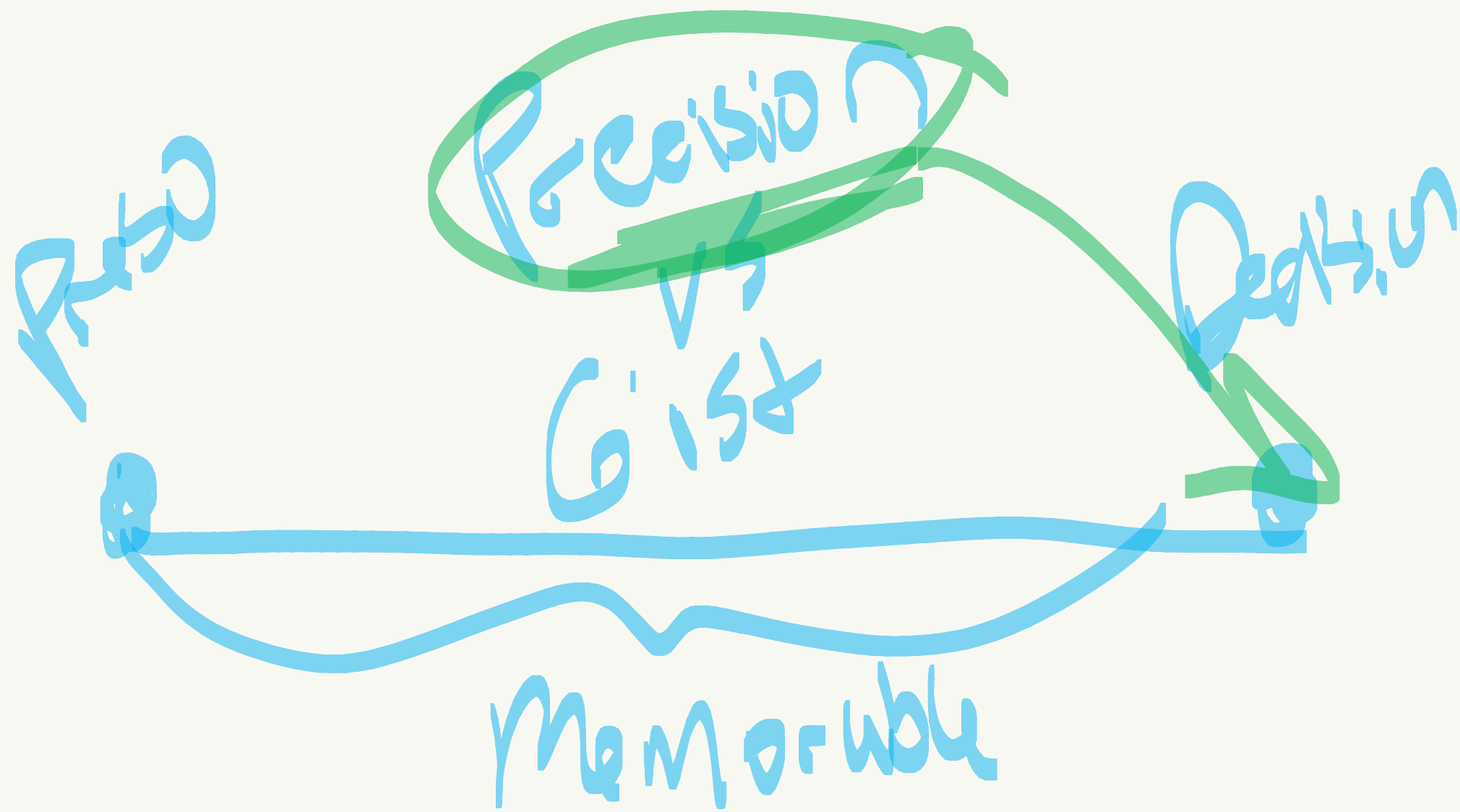
Presentation Changes Needed

90% of sellers believe remote a selling presentation **should be different** than what they do for in-person meetings

But, **75%** continue to use essentially, mostly or exactly **the same approach** for both situations.



Memory Drives Decisions



continuous,

real world

testing



✓ behavioral
economics



✓ Decision
Science

✓ cognitive
neuroscience



✓ social
psychology



research scientists who study **your customers' brains**



Professor Nick Lee
Warwick Business
School

Dr. Carmen Simon
Cognitive Neuroscientist
Chief Science Officer

Professor Zak Tormala
Stanford Business
School



DELIVER **MEMORABLE** VIRTUAL PRESENTATIONS



DELIVER **MEMORABLE** VIRTUAL PRESENTATIONS

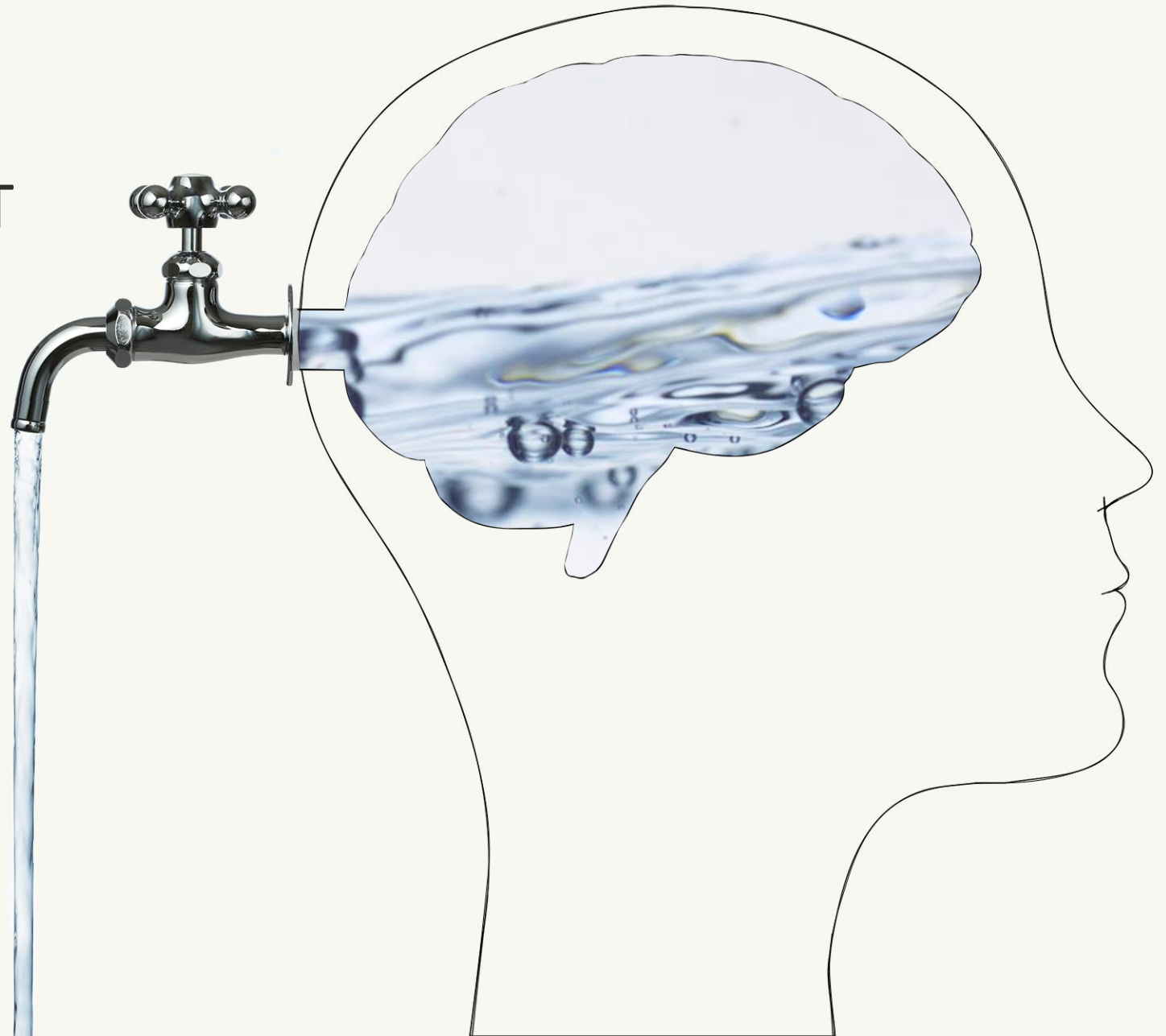


CLARIFY YOUR 10%

AUDIENCES FORGET

~~90%~~

~~OF WHAT
YOU PRESENT~~



but what if we could change the reality of what
AUDIENCES REMEMBER?



Imagine if you could control the **10%**
AUDIENCES REMEMBER



What is the

MOST IMPORTANT

message?

A grid of 30 numbered slides, each with a star icon in the bottom right corner. The slides contain various charts, diagrams, and text. Large question marks are overlaid on several slides, indicating a selection process. The slides are arranged in a 5x6 grid.

- Slide 1: Dropping the Ball in Any one of these risk areas can have big impact. Includes icons for Strategic & Operational Risks, Financial & Compliance Risks, and Reputation & Brand Risks.
- Slide 2: RISK ASSESSMENT FRAMEWORK - PeC Survey Results. Includes a circular diagram with categories: Strategic, Operational, Financial, Compliance, Reputation, Brand.
- Slide 3: NIST CYBER SECURITY FRAMEWORK. Includes a circular diagram with categories: Framework, Process, People, Technology, Policy.
- Slide 4: RISK ASSESSMENT FRAMEWORK. Includes a table with columns: Risk Category, Risk Level, Risk Description, Risk Impact, Risk Mitigation.
- Slide 5: MITIGATING RISK WITH SERVICES AND SOLUTIONS - SERVICE OFFERINGS BUILD - DESIGN. Includes a table with columns: Service Offering, Design, Build, Operate, Maintain, Decommission.
- Slide 6: BUY/WHOLESALE SERVICES AND SOLUTIONS - SERVICE OFFERINGS. Includes a table with columns: Service Offering, Design, Build, Operate, Maintain, Decommission.
- Slide 7: BUY/WHOLESALE SERVICES AND SOLUTIONS - SERVICE OFFERINGS. Includes a table with columns: Service Offering, Design, Build, Operate, Maintain, Decommission.
- Slide 8: MITIGATING RISK WITH SERVICES AND SOLUTIONS - RISKIER. Includes a table with columns: Risk Category, Risk Level, Risk Description, Risk Impact, Risk Mitigation.
- Slide 9: "40 percent of today's Fortune 500 companies will no longer exist in 10 years." - PwC. Includes a quote and a small chart.
- Slide 10: We're Living in a Time Full of Both Change and Opportunity. Includes a diagram with categories: New Business Models, New Technologies, New Regulations, New Markets, New Customers, New Partners.
- Slide 11: Both ERP & CRM Were Born From Pain Points. Includes a diagram with categories: ERP, CRM, Pain Points, Solutions.
- Slide 12: The Middle Office is Where Commerce Happens. Includes a diagram with categories: Revenue, Profit, Cost, Risk, Compliance, Regulatory.
- Slide 13: Why Has Nobody Created a Middle Office Platform? Includes a diagram with categories: Middle Office, Platform, Why Not?
- Slide 14: Applied AI Delivers Actionable Insights & Conversational User Experiences That Complement How We Work. Includes a diagram with categories: AI, Insights, User Experiences, Work.
- Slide 15: Optimizing The Middle Office Maximizes Revenue Yield. Includes a bar chart showing revenue yield across different categories.
- Slide 16: Aptus Customers Report Measurable Business Benefits. Includes a bar chart showing business benefits across different categories.
- Slide 17: Growth at Scale With Compelling Customer Foundation. Includes a bar chart showing growth at scale.
- Slide 18: Leadership Across All Middle Office Categories. Includes a bar chart showing leadership across all middle office categories.
- Slide 19: Business Variables - One Challenge, One Opportunity. Includes a diagram with categories: Business Variables, Challenge, Opportunity.
- Slide 20: Product Development Team. Includes a diagram with categories: Product Development, Team, Process.
- Slide 21: Development Schedule. Includes a Gantt chart showing a development schedule.
- Slide 22: Minimally Invasive Spinal Surgery (MISS). Includes a diagram showing a minimally invasive spinal surgery procedure.
- Slide 23: Low-risk Surgery. Includes a diagram showing a low-risk surgery procedure.
- Slide 24: LumenST's Technical Highlights. Includes a diagram showing technical highlights.
- Slide 25: There is no magic. Includes a diagram showing a process flow.
- Slide 26: Digitizing Business Models. Includes a diagram showing a digitized business model.
- Slide 27: CUSTOMER PLATFORM CASE STUDIES. Includes a diagram showing customer platform case studies.
- Slide 28: The New Role of the Network. Includes a diagram showing the new role of the network.
- Slide 29: THE NETWORKING PARADIGM. Includes a diagram showing the networking paradigm.
- Slide 30: Includes a bar chart showing growth metrics.

What is the **MOST IMPORTANT** message?

1 2 3 4 5 6 :06 7 8 9

10 11 12 13 14 15 16 17 18

19 20 21 22 23 24 25 26 27

28 29 30 31 32 33 34 35 36

37 38 39 40 41 42 43 44 45

46 47 48 49 50

Replace

~~★~~ **"AGENDA"**

with the "10%"

Big
3 points

Revive Consumer Profitability by addressing:

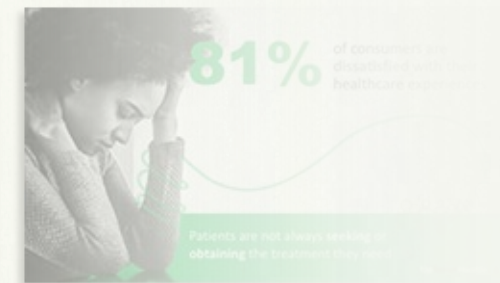
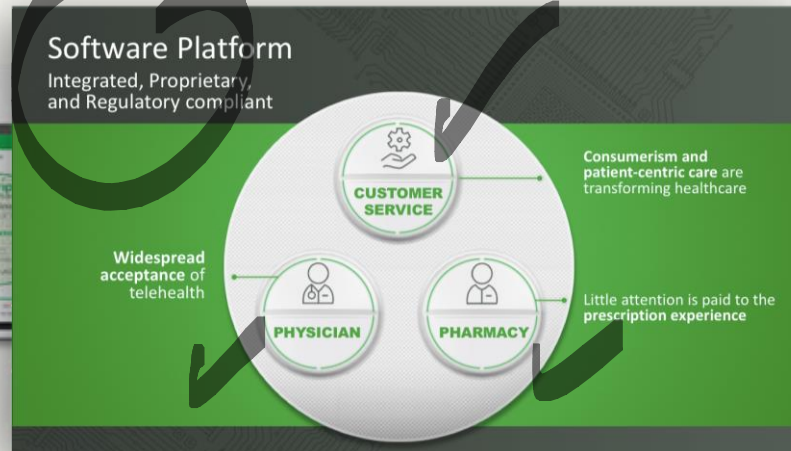
- Key gaps in the current business ✓
- New opportunities ✓
- Changing in standard procedures ✓

Replace
"AGENDA"
with the "10%"

How to allocate 445k budget:

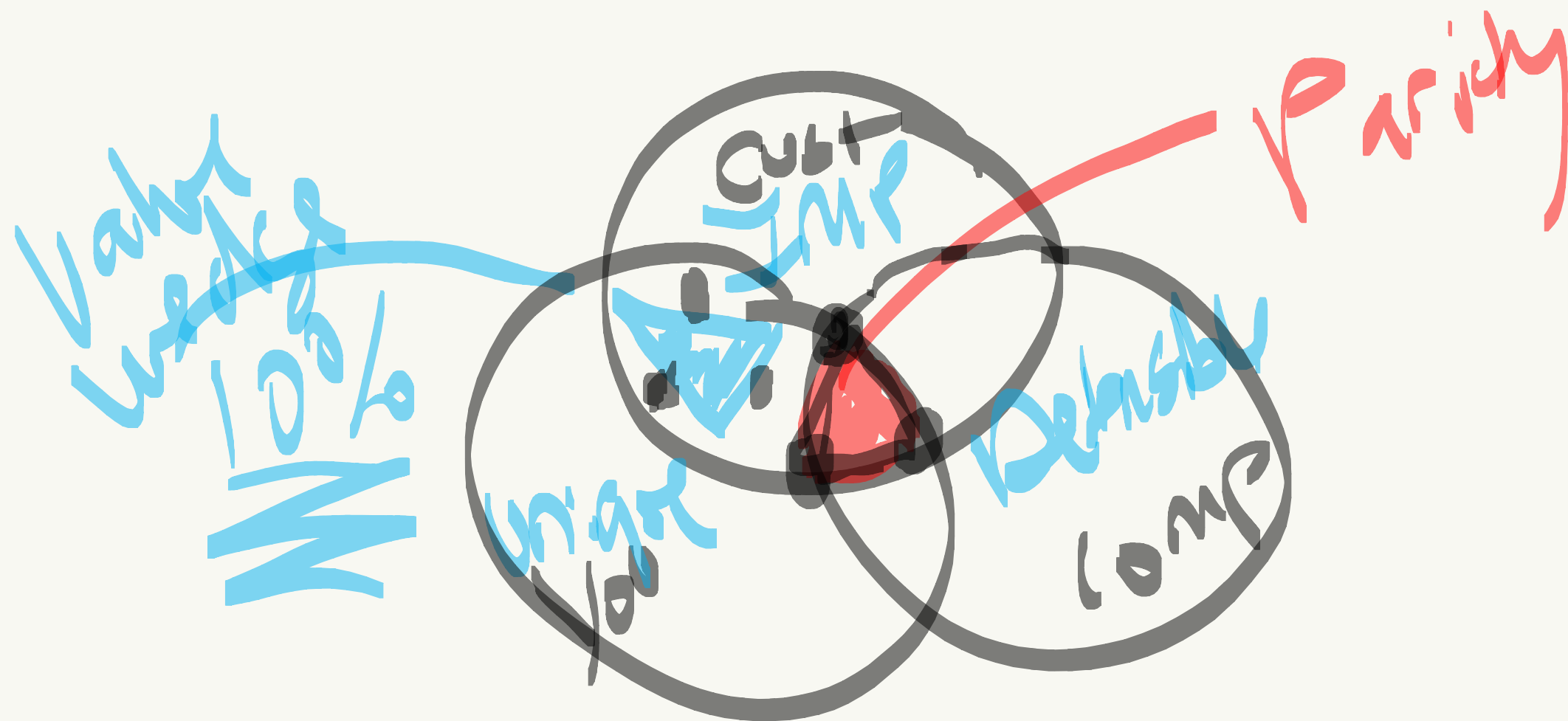
- 50% channel focus in top three countries
- 25% digital investment in search/social media
- 25% PR reviewers day

WHAT IS YOUR "10%"?

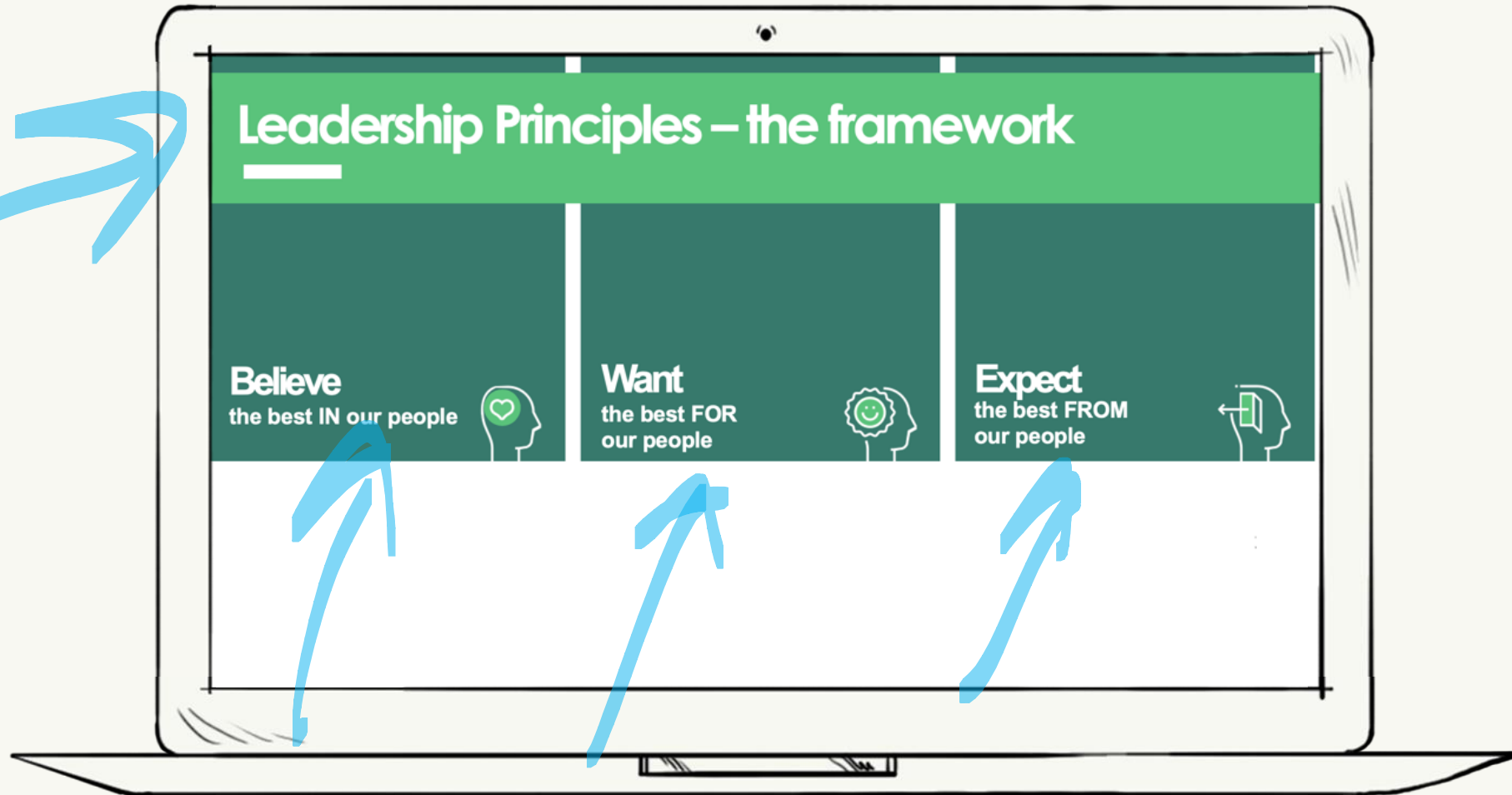


And what are 3-4 supporting points?

Find Your Value Wedge



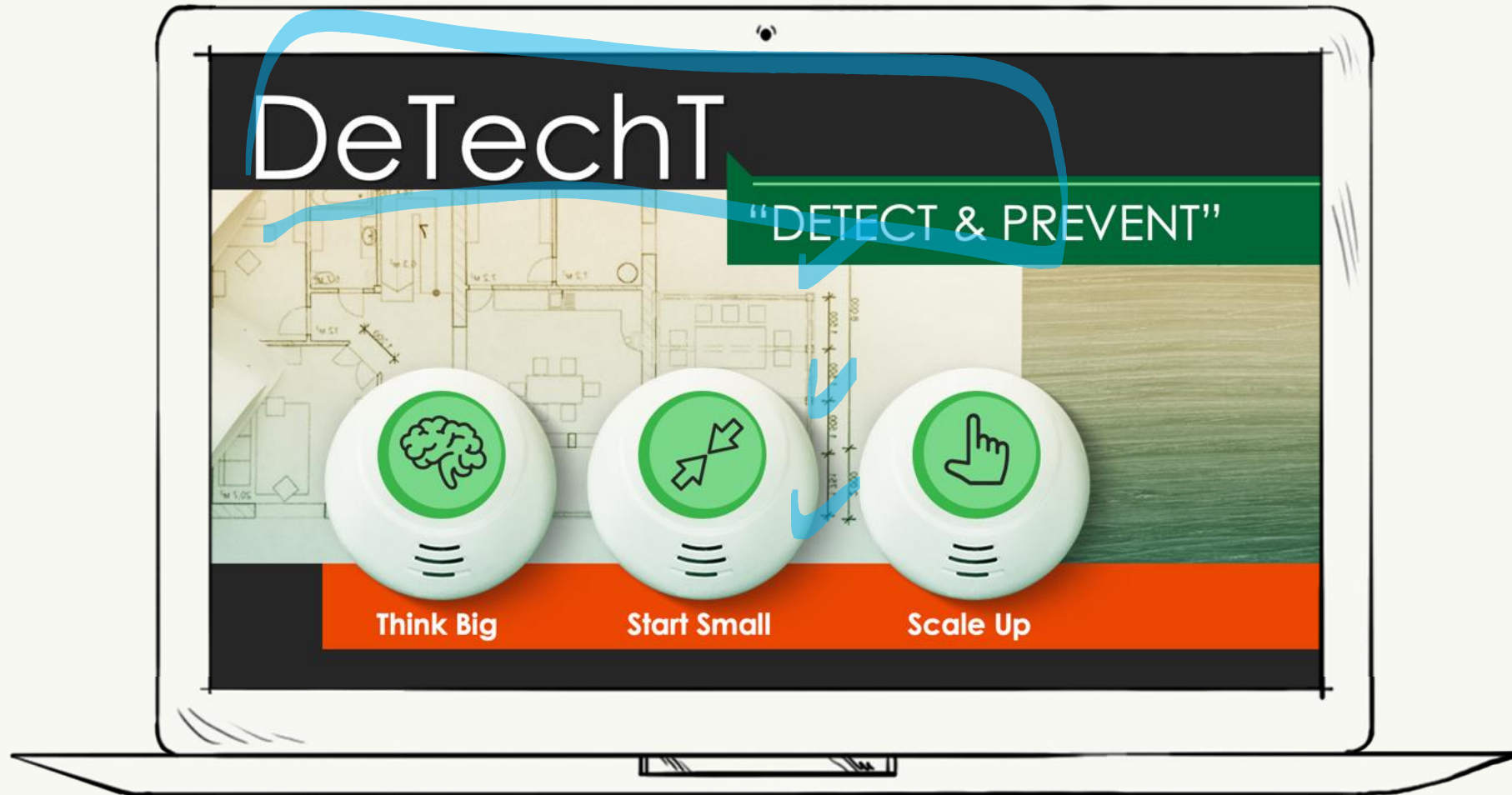
EXAMPLES OF "10%" MESSAGES



EXAMPLES OF "10%" MESSAGES



EXAMPLES OF "10%" MESSAGES



What is the

MOST IMPORTANT

message?

The image displays a grid of 30 numbered slides, each with a star icon in the bottom right corner. Four blue callout boxes, each containing the text "10%", are overlaid on the grid, pointing to slides 4, 8, 16, and 24. The slides contain various content:

- Slide 1: Dropping the Ball in Any one of these risk areas can have big impact
- Slide 2: RISK ASSESSMENT FRAMEWORK - PeC Survey Results
- Slide 3: NIST CYBER SECURITY FRAMEWORK
- Slide 4: 10% (Callout)
- Slide 5: MITIGATING RISK WITH SERVICES AND SOLUTIONS - SERVICE OFFERINGS BUILD - DESIGN
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- Slide 29: THE NETWORKING PLATFORM
- Slide 30: 10% (Callout)

DELIVER MEMORABLE VIRTUAL PRESENTATIONS



CLARIFY YOUR 10%

Choose 1 main message,
3-4 supporting points

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MEMORABLE VIRTUAL PRESENTATIONS



CLARIFY YOUR 10%

CONTROL FOCUS

WHERE IS THE **FOCUS**?

DIGITAL TRANSFORMATION =
TECHNOLOGY FIRST?



Pressure to disrupt & transform



Uber = Phone, GPS and e-commerce



Technology not the whole story



DIGITAL TRANSFORMATION = TECHNOLOGY FIRST?



Pressure to disrupt & transform



Uber = Phone, GPS and e-commerce

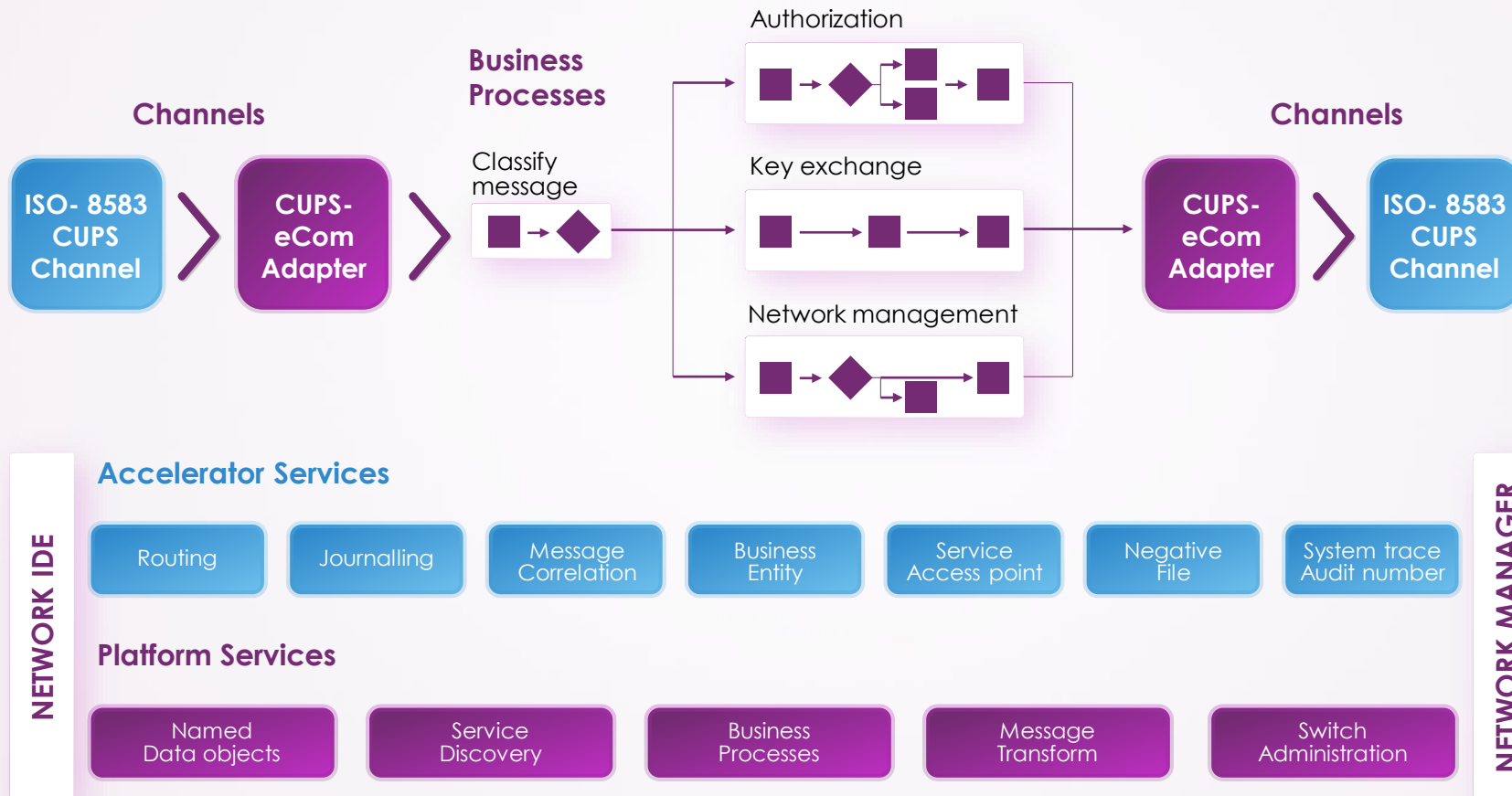


Technology not the whole story



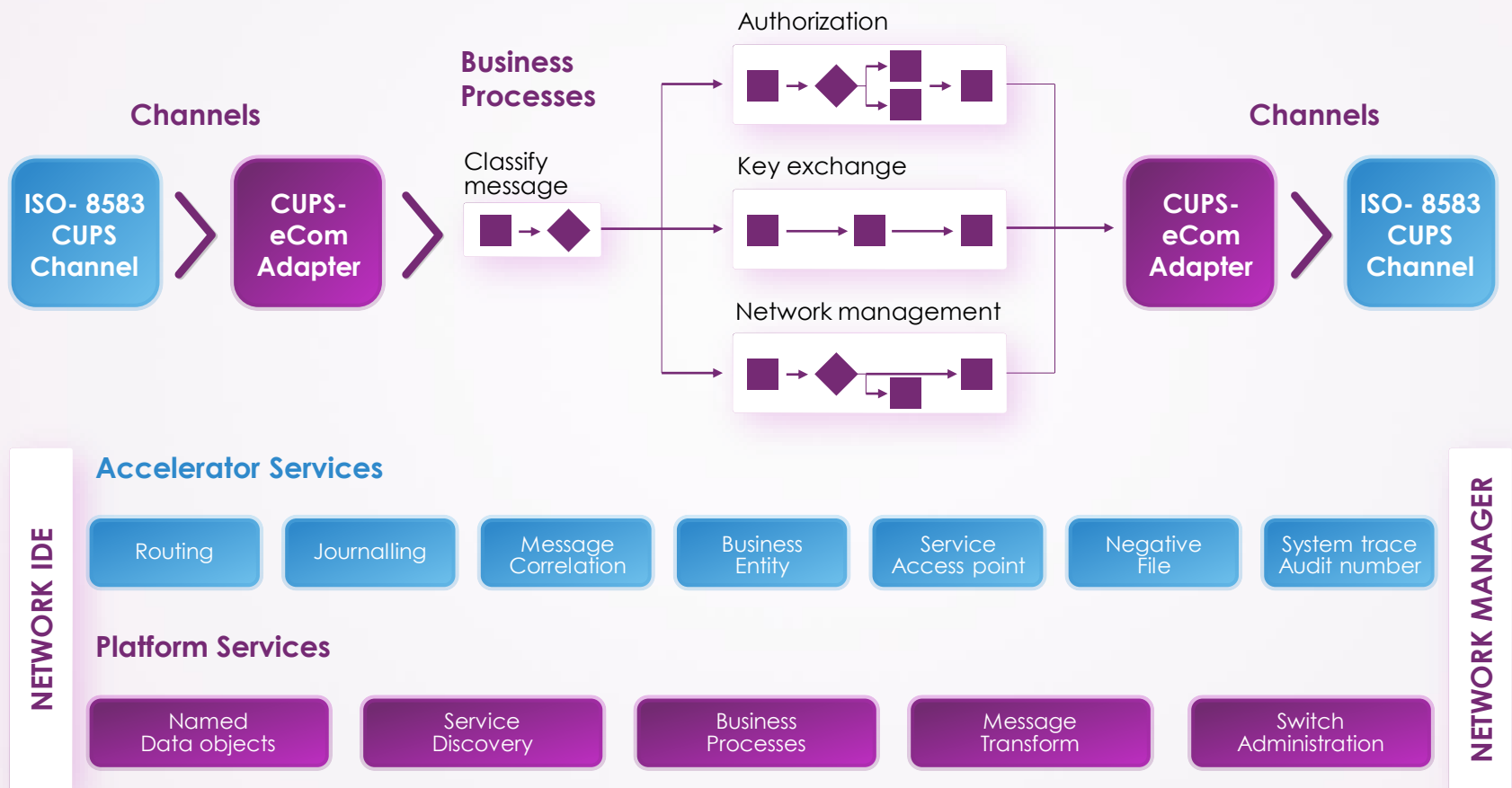
ANIMATION

HIGH LEVEL ARCHITECTURE



ANIMATION

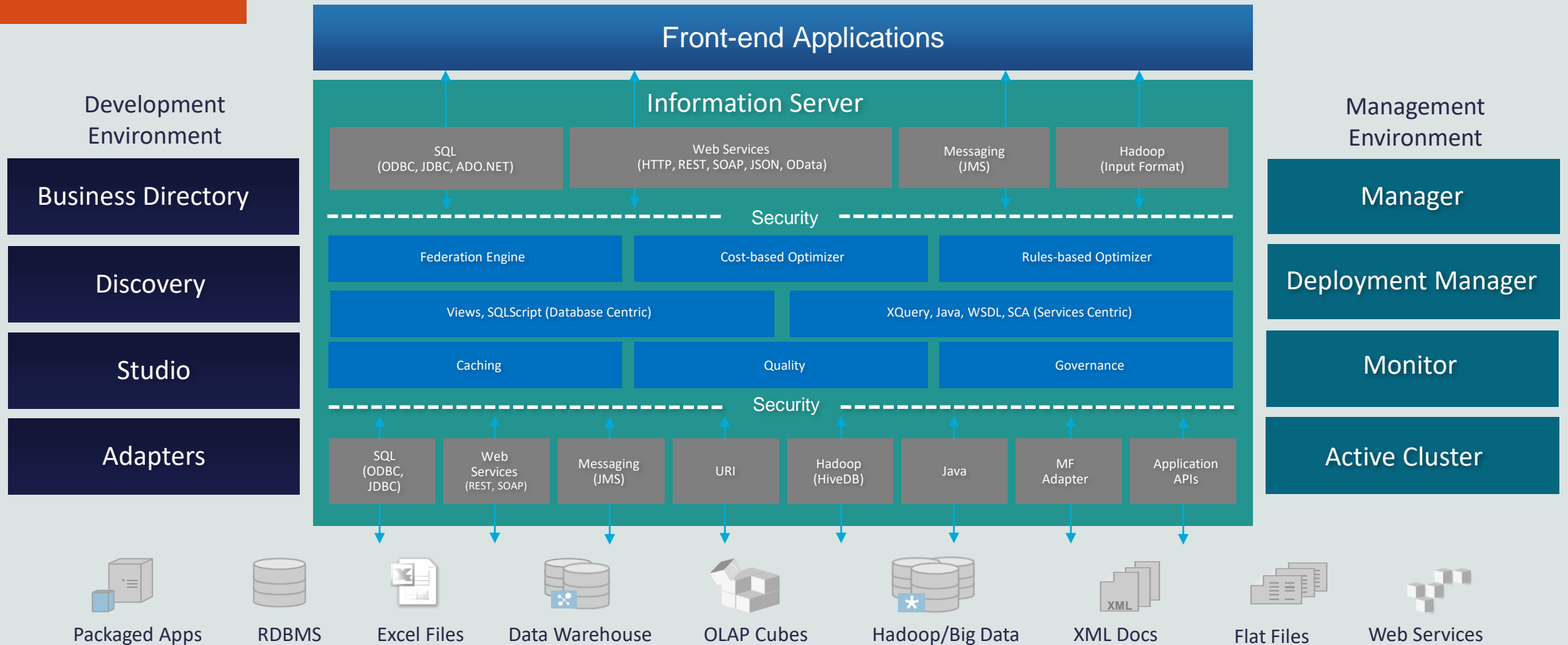
HIGH LEVEL ARCHITECTURE



Data Virtualization Architectural Overview

COLOR

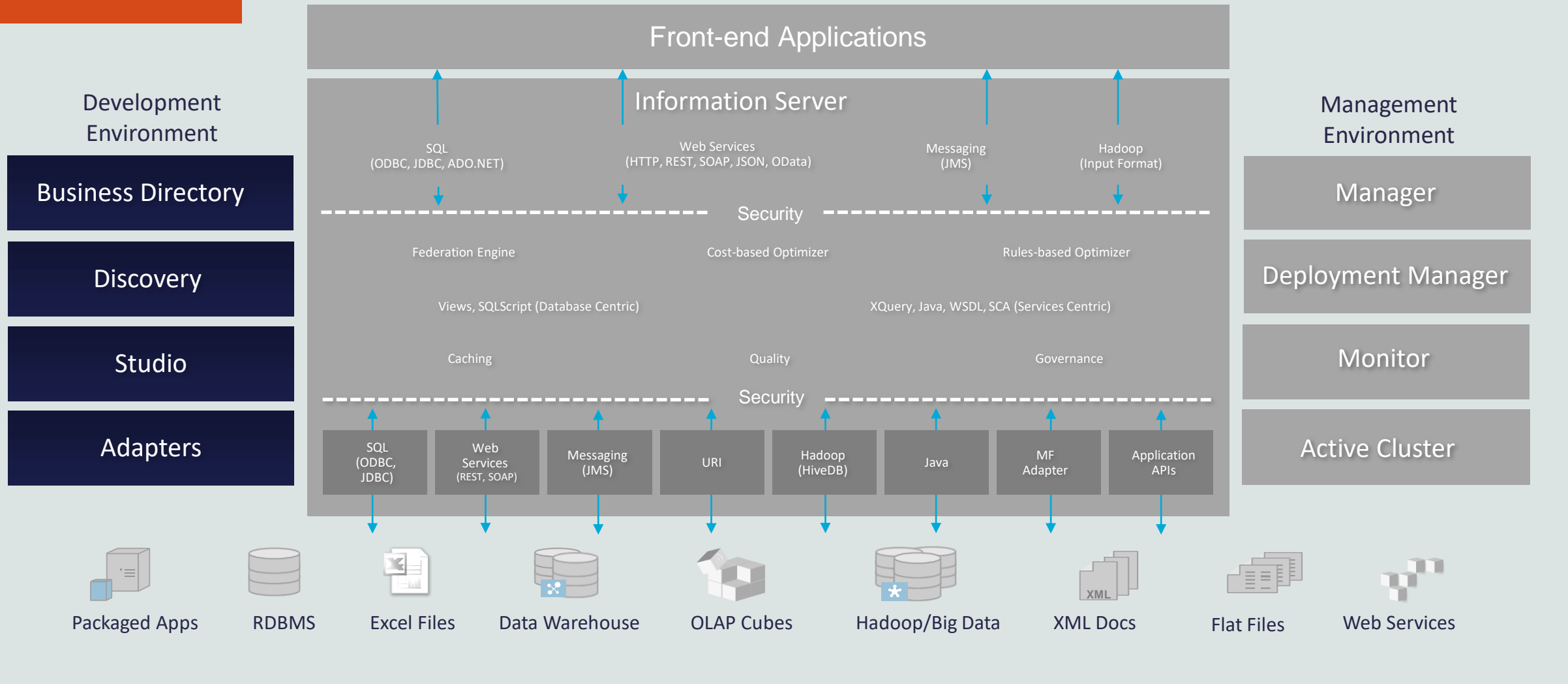
Data Virtualization Platform



Data Virtualization Architectural Overview

COLOR

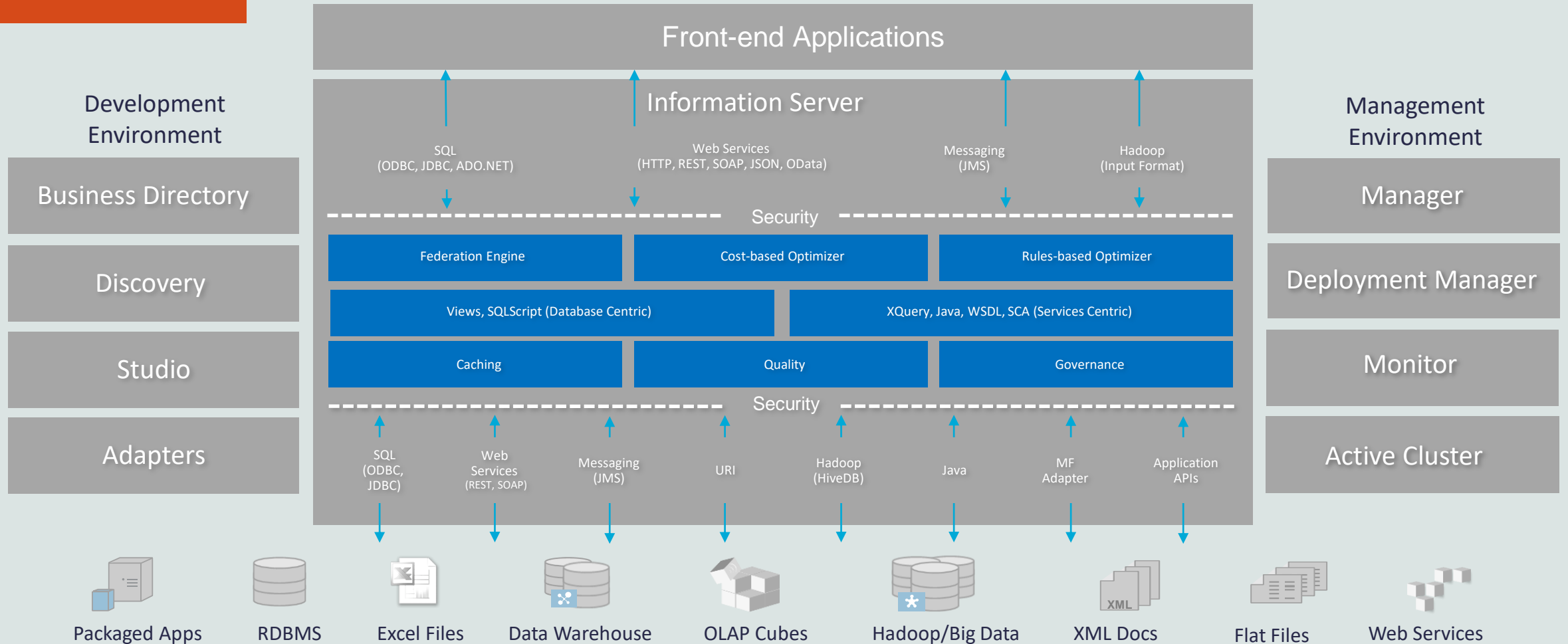
Data Virtualization Platform



Data Virtualization Architectural Overview

COLOR

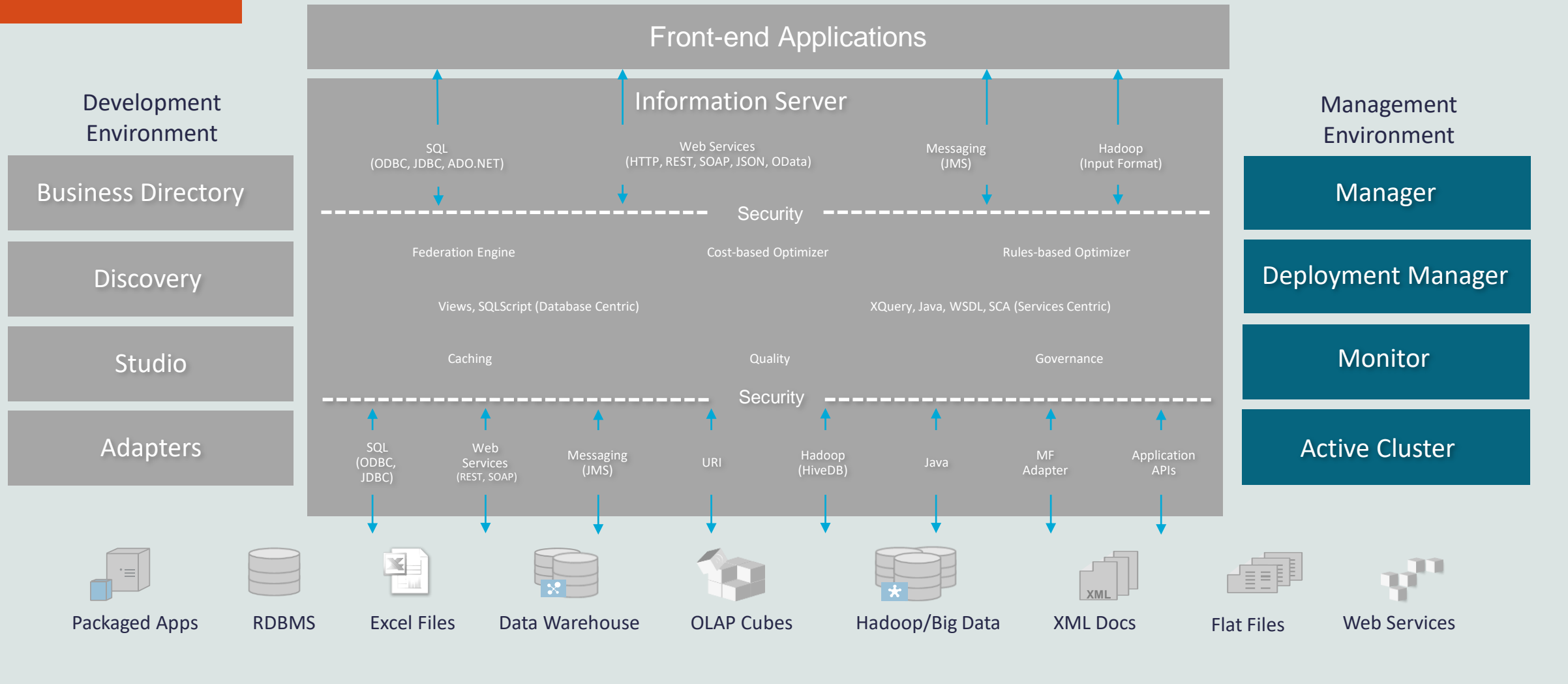
Data Virtualization Platform



Data Virtualization Architectural Overview

COLOR

Data Virtualization Platform

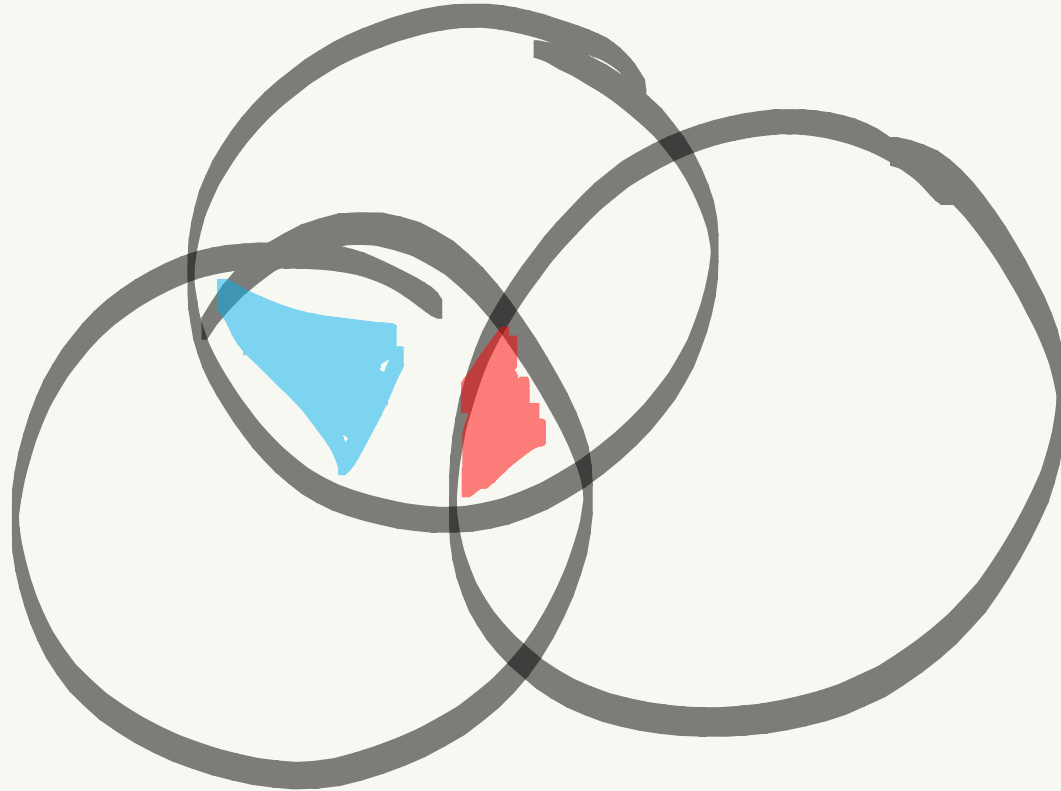


ANNOTATION



WHITEBOARD

3.2%



Which of these techniques to “control focus” seem the most useable and useful to you?

- Slide Animation/Builds
- Color Highlights
- Annotating/Notetaking
- Whiteboarding

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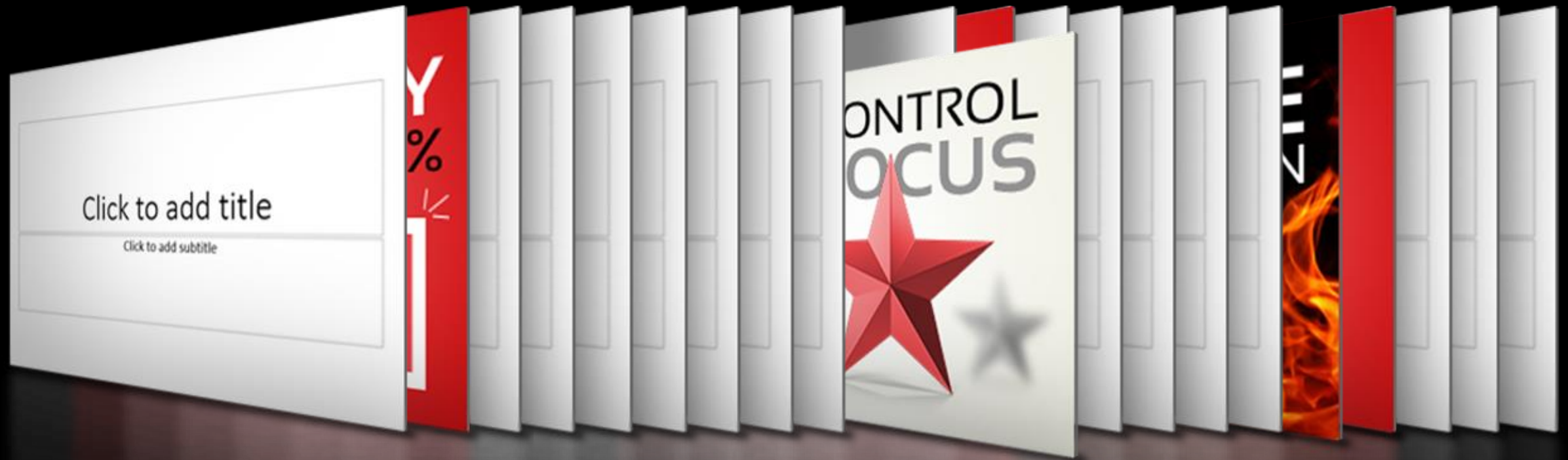
CLARIFY YOUR 10%

Choose 1 main message,
3-4 supporting points

CONTROL FOCUS

Use color, animation and
annotation to reveal the story

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CLARIFY YOUR 10%

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PRIME THE BRAIN

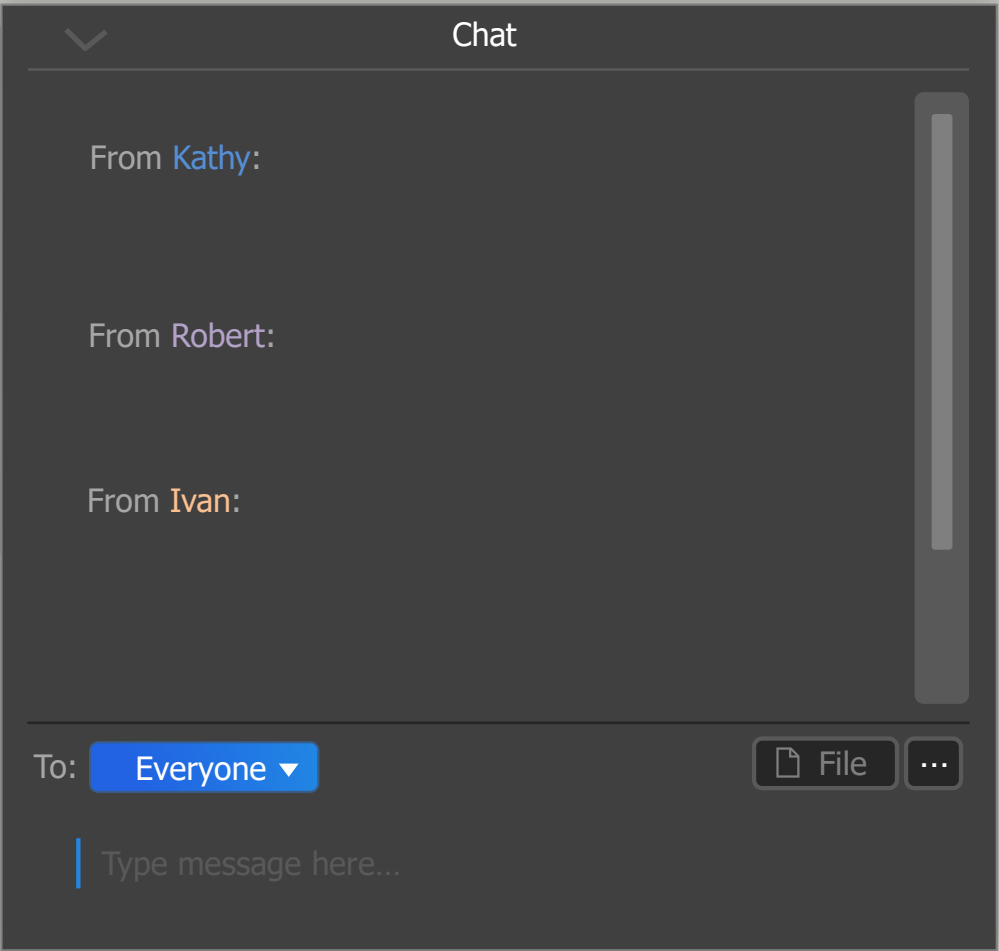


Priming

MODERN
AUDIENCES HAVE
INCREASED THEIR

THRESHOLD
FOR STIMULATION

Chat >>>>



Polls >>>>



Poll

How comfortable do you feel your sellers are at remote selling?

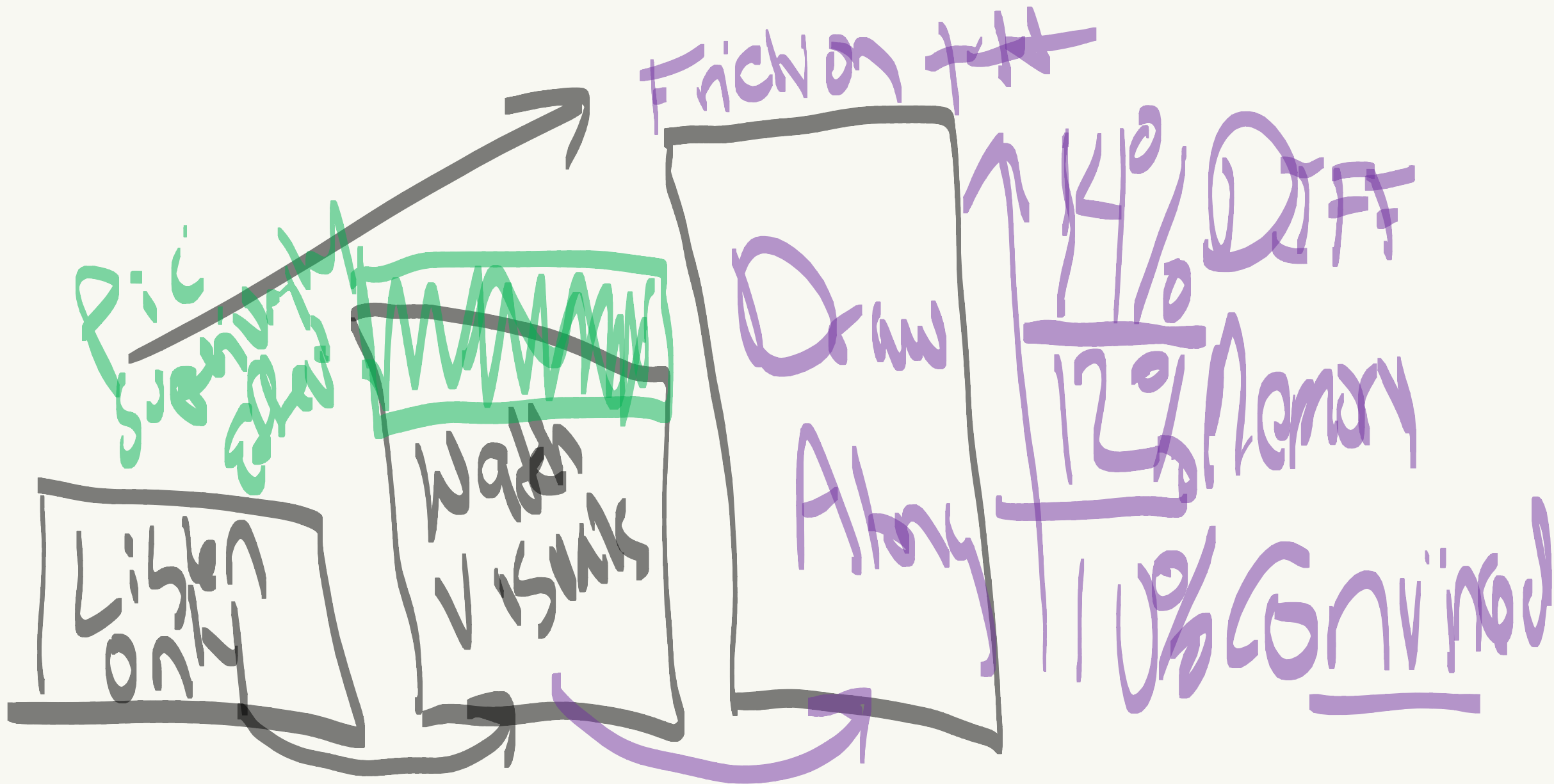
1 2 3 4 5

Not at all Totally love it

1	<div></div>	1 VOTE
2	<div></div>	2 VOTES
3	<div></div>	1 VOTE
4	<div></div>	2 VOTES
5	<div></div>	1 VOTE

End Poll Share results

Draw Along Study



?

How willing are you to add “friction” by asking your customer to draw along with your conversation?



Green



Yellow



Red

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CLARIFY YOUR 10%

Choose 1 main message,
3-4 supporting points

CONTROL FOCUS

Use color, animation and
annotation to reveal the story

PRIME THE BRAIN

Intensify the stimulus before
Important points

DELIVER
MEMORABLE VIRTUAL PRESENTATIONS



CLARIFY YOUR 10%

Choose 1 main message,
3-4 supporting points

CONTROL FOCUS

Use color, animation and annotation to reveal the story

PRIME THE BRAIN

Intensify the stimulus before
Important points

Get a **FREE Toolkit**



<https://cvi.to/ses-toolkit>



Sales Enablement
Society Virtual
Conference
October 26th - 29th

*Forward Momentum
For a New Decade*

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