

Remote Relationship Development



Virtual Sales and
Leadership Conversations



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The forever normal has arrived in bank to business sales. Skilled bankers that have the tools to compete create more opportunities and earn more business. For thousands of bankers, that tool is **Remote Relationship Development**.

Virtual Sales and Leadership Conversations

Blended Environment Conversations are here to stay. Some meetings will happen in business offices. Others will remain virtual. The skills to make BEC successful at your organization are embedded in Remote Relationship Development.

RRD is the only video-based system targeted to financial services. From sending unique meeting invitations, to executing the conversation and leading the way, every minute of this nearly six-hour program is built for the way you sell – today and every day.

Sessions are divided into more than 70 Chapters. These short learning bursts allow subscribers to experience the program based on their specific needs and their busy schedule.

Use Remote Relationship Development on your desktop, laptop or any mobile device. It's the easy, practical, flexible way to achieve virtual selling excellence.

Additional Tools and Resources include:

- An RRD system Launch Video
- An 85-Page Resource Guide
- Behavioral Conversation and Coaching Guides
- Skill Builder Questions for Sales Leaders
- Optional Best Practices Webinars
- Private RRD LinkedIn Group for idea sharing

Remote Relationship Development is the anytime, anywhere how to approach to learn how to have best of breed conversations with prospects, clients and referral sources in your marketplace.

Email Jack Hubbard at jhubbard@smandh.com or call him at **847.717.4328** for more information.

Session Descriptions

PRE-CONVERSATION CONSIDERATIONS

- What today's B2B buyer wants
- Foundations of trust – the trust equation
- The 5Cs of trust based selling
- Customizing the meeting invitation
- Meeting confirmation with value and mindshare
- The agenda – to keep everyone focused
- Space preparation

WORKPLACE CONSIDERATIONS

- Speed and bandwidth testing
- When to schedule meeting
- Developing routines
- Avoiding Zoombieism
- Being video ready
- FOLO – First on, last off
- Synchronize with WFH partner
- Customized conference room

NEED DEFINING CONVERSATIONS

- Pre-boarding – getting great questions ready
- BNG – context setting questions
- Insight – what no other banker will ask
- First Call Six – the why questions
- Turkey Feathering
- Summarize – non-product feedback
- Note Bites – bulleted way to listen

TECHNICAL CONSIDERATIONS

- General settings best practices
- Utilizing whiteboard and annotation features
- Seamless switching
- Join courtesy
- Customizing the waiting room

ICE-BREAKING CONVERSATIONS

- Integrating communication styles into the conversation
- Building trust and credibility
- Showing empathy
- Orienting the buyer to the system
- Frame the conversation – same page agenda
- Body language, eye contact and tone
- The 1,002 rule – avoiding overtalk

STORY & TESTIMONIAL CONVERSATIONS

- Share of Heart – the way to their wallet
- Video testimonials and case studies
- Landing a story in their life
- Seek commitment – next steps
- Calendar – know it, don't show it
- Conversation Recap – uncommon follow up
- Tweeners – value between virtual visits

Session Descriptions

PARTNER CONVERSATIONS

- Sales Process – your way, one way
- Prepare - roles and goals
- Smooth handoff
- The Rehearsal – seamless and coordinated
- The Conversation Model – who's in charge
- Plan B – if technology fails
- Private chat – how to use carefully
- Virtual trouble signal
- Follow up – who and when
- Teamboarding – virtual Onboarding

SALES LEADERSHIP & COACHING CONVERSATIONS

- The Performance Pyramid
- Sales Leader Routines
 - Team meetings
 - Check-Ins – strategic one-on-ones
 - Observations – live and recorded
- Skills and Results Coaching
- Action planning and follow up

Each session provides numerous practical tips and ideas around one central theme – how do virtual conversations maximize the experience buyers have? Each module also contains summary commentary and sales leader tips from Bob St. Meyer and Jack Hubbard.

Watch as often as you need. Viewers pick up new ideas every time they tune in. It's a new time, it's a next normal and whether it's remote or face to face, relationship development is inextricably tied to our brave new business conversation world.

