



# **BECOME A **SUCCESSFUL** SALES PROFESSIONAL WHILE WORKING FROM HOME**



**WELDON LONG**  
THINK BETTER | SELL BETTER

## **WORKING FROM HOME**

Whether home is your normal workplace or you were forced to work from home during a pandemic and just continued working from home, there are proven methods that are more successful than others. You may know the basics, but let's dive deeper into how to make the most of it.

### **WHEN DO YOU WORK BEST?**

When working from the office, we are expected to follow the shifts given to us, the old 9-5 routine. But working from home may allow us to manage our time to better fit our lifestyle and goals. What do you want from the day? To finish or at least contribute work on 5 items for the job? To spend 2 hours with the kids or spouse? Are you normally a night owl? Do you work best in the early morning hours? There may be an opportunity to fit all of your goals on a given day without over-stressing.

### **MAKE A SCHEDULE, CREATE A ROUTINE**

Plan breaks, including short breaks, lunchtime, stretching/walking, long breaks and something to look forward to, etc. Are you at home with your spouse/partner? Consider staggering your workload to allow one of you to entertain or teach the children while the other completes work with fewer interruptions.

Create a plan for tomorrow's workday before you go to bed tonight. Make sure set-in-stone appointments are kept and at least make a general outline of the next workday in order to avoid overlooking anything. Create goals for the day and for the week and update your progress.

### **CONNECT WITH YOUR PROSPECTS**

Most salespeople are extroverts. Being in touch with others is what fuels up their energy and makes them thrive. If you don't see your prospects, this isn't easy. That's one of the reasons why it's important to be as personable as possible when you work remotely.

When people meet you through a screen, make sure you show the human being behind that screen. Create a connection. Be yourself but a bit more informal than you'd be in a face-to-face meeting. We know the old saying that people buy from people they like, but it's also true that people buy from people who like them. Make time for small talk. It's good to compensate for the difficulties we are all facing right now with creating a personal connection. Ask your prospect for advice, be genuinely interested in their story those are just a few things you can lean on while building a relationship with your prospect. That personal connection goes a long way in building trust.

## **FOCUS ON THE OUTCOME**

As a remote salesperson, you are a master of your own time – and not the opposite. It means that a task stamped with a week deadline doesn't necessarily require 5 business days to complete. You'd be surprised how much you can achieve by simply re-labelling the deadline in your mind.

The faster you complete a task, the sooner you'll be able to move onto the next, and the next and the next until it becomes a habit. And soon enough you'll find yourself always finishing tasks ahead of time, increasing your chance of making more sales.

The key to getting to your desired outcome is making the correct seemingly inconsequential decisions every time, because if you do, you get into the right habit and success is guaranteed.

## **FOCUS ON THE PROCESS**

You cannot afford to prejudge the result and abandon the process. There's no end to the obstacles that can come up on a call. But if you have a process, you'll stay on track. Focus on your process of identifying and solving problems. It delivers consistent results even when things don't seem ideal.

Process is even more important for sales managers. The best sales managers engage in a remote protocol practice when managing their workforce. Processes ensure that the whole sales team works not just in the same direction but in the right direction. That is especially important when the remote salesforce is spread over different countries and time zones.

There are many remote work management tools out there (e.g. ClickUp, Asana, Basecamp and Monday) that are great at synching and managing sales tasks across teams.

## **FOCUS ON VALUE**

You can build trust by demonstrating high competence. Offer valuable information on products and services in your industry, preferably from a third-party industry expert. You need to demonstrate that price is not the most important factor in a purchasing decision.

Discuss price with your customer and have your prospect make a public declaration that price is not the most important factor. Learn what is important for your prospects and deliver on that expectation!

## MINDSET

Now more than ever mindset is one of the most important components to being successful at sales or any remote work. It is very uncommon to see someone with a negative, miserable attitude become successful in sales. Likewise, it is very uncommon to see someone with ambitious, enthusiastic attitude fail in sales, even now when everything seems to go against us. The important thing here is to create a Prosperity Mindset, then you will thrive in the face of adversity. Prosperity Mindset does not allow the external economy to determine your destiny, now it's time to work even harder to hang on to what you had worked so hard to achieve.



When you have a thought, a signal is created in your brain that chemically creates a corresponding emotion. The emotion drives you to take some action or another, which generates a corresponding result. Therefore your emotions and actions (which create your results) are a reflection of your thoughts.

### A BETTER PERSPECTIVE:

*“I get it. Money is tight for my customers. Everyone is unsure about the future and what this virus is going to do to the economy. But the customers want my company. They need my company’s service, quality and value. Now more than ever, people need my company, and it’s my job to demonstrate the value of my company. And if I do my job, customers will pay me a few thousand dollars extra because they want quality and service.”*

What are the emotions that emanate from those thoughts? Emotions of invincibility and inevitable success. And what actions flow from these emotions? The sales professional engages in a dynamic and compelling sales presentation that is designed to communicate the service, quality and value of his company. Not surprisingly the results are amazing, the customer says yes to high value and high-quality solutions at a premium price. The customer is willing to pay for the confidence and trust he feels in the sales professional.

**IF YOU WANT TO TEMPORARILY CHANGE YOUR SALES RESULTS, FOCUS ON YOUR ACTIONS. IF YOU WANT TO PERMANENTLY CHANGE YOUR SALES RESULTS, FOCUS ON YOUR THOUGHTS.**

## **TECHNOLOGY AND STAYING IN TOUCH**

Zoom, Skype and other video conferencing applications are extremely helpful not only to connect to your team, but for remote selling as well. Make sure to use video calling instead of phone calling and always turn on your video, even if just for the beginning of the conversation. It sets a warmer tone for the conversation.

Try using chat instead of emails between video calls. Its interactivity makes for much stronger bonds.

Booking meetings could be done using a scheduling link, as I didn't have to carefully calculate traffic and buffer times anymore. This can cut the number of back-and-forth emails in half.

Experiment with tools like Bonjoro to replace some of your messages with video messages. It'll create much more engagement.

When your conversation becomes digital and you can't really look each other in the eyes anymore, you need to find other ways to read your prospects' body language. That's where tracking technology comes in. It enables you to read your prospects' "digital body language". There are multiple email and web tracking solutions out there. Here's what's possible:

- You can track when prospects open emails and when they click on links in them.
- You can keep track of when they visit your website, what pages they look at, and how long they look at these pages.
- Use similar tracking in documents and proposals.
- And finally, you can get live notifications of when these things happen, so you can time your follow-up actions flawlessly.

## **USE SOCIAL MEDIA**

Now is the perfect time to grow your social media presence, keep building relationships with your prospects and customers via LinkedIn, Facebook and Twitter.

You can use social media to establish yourself as an expert in your field, grow your personal brand, be an ambassador for your company and start friendly conversations with your prospects and clients. Ask for feedback. Share helpful content on your feed. And, if you think of something that will help a specific person: share it with them privately.

## **CONCLUSION**

As long as you know how to deal with the difficulties and can adapt to the current situation, remote sales can be extremely productive.

You can increase the number of people you talk to daily, since you are not in the field, driving from appointment to appointment. Suddenly you're able to double or triple the amount of meetings you can have in a day.

You will likely have a much more captive audience than normal, as most people are following some version of a home quarantine these days, meaning more prospects might answer your calls.

Consistency in sales is the objective. Consistency in the process is the way to get there. Consistent sales activities produce consistent results. Focus on what you can control (the process) - not what someone else controls (the result) and you will thrive in the face of adversity!