



Enablecity

A Conversation with Dave Kurlan

Subject: Virtual Presence

Mark Gibson

5 May 2021

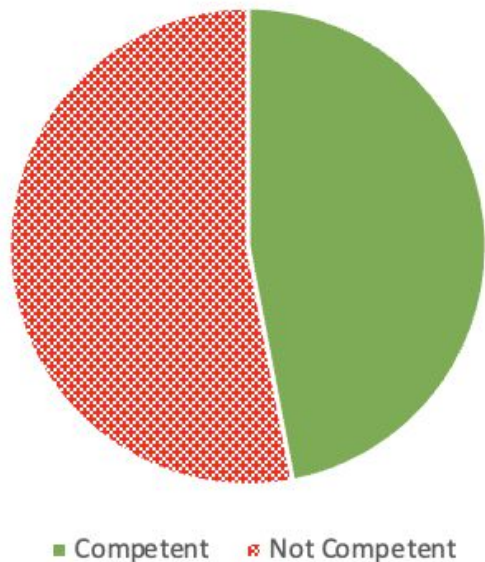
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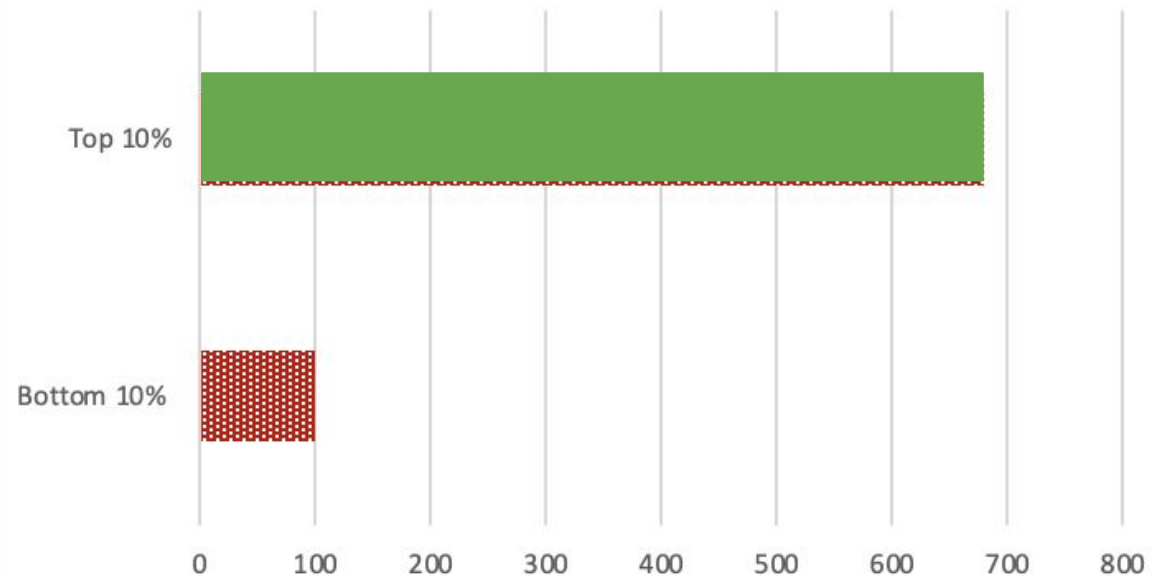
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Data - OMG 100,000 Sales Assessments

Video Proficiency



Video Proficiency vs. Performance



Virtual Presence

Virtual Presence builds on video proficiency and is an ability to:

- connect authentically
- communicate effectively and
- influence the thinking and behavior of others
- when not physically present, and it includes
- synchronous and asynchronous communication



Brand Mojo - Doug Kessler

“Brand Mojo is confidence, attitude, energy, and passion. It’s your **voice** and your **stance** and the banner you wave as your team marches down Revenue Street towards the Mall of Fame.

Mojo is the thing that the best, smartest people in your company bring to work every day—but that somehow gets lost before you can get it to market.



Brand Mojo - cont.

Mojo turns a company into a crusade and a mission statement into an actual mission.

Mojo sends the most important signals you can ever send to your prospects and customers: **that you love what you're doing. That you're really, really good at it. And that they'll love working with you, too."**

Doug Kessler, Velocity Partners, London



Brand Mojo for Virtual Salespeople

- Virtual Presence
- Energy and Attitude
- Clarity in communicating value
- Communication skill (asking great questions and listening)
- Confidence
- Consistent and uniform brand representation



Next Steps

1. Set objective company standards for “Good” virtual presence
2. Train sales managers - they go first
3. Monitor and mentor sales virtual presence
4. Invest in your team’s virtual selling environment
5. Train and certify your team to engage buyers visually - using a whiteboard and consultative Conversation Frameworks



Find out More

www.enableocity.com

or

www.remotesellingmastery.com

www.omghub.com

