



MALAYSIAN INSTITUTE OF MANAGEMENT  
Institut Pengurusan Malaysia



HRDF  
CLAIMABLE



**An Interactive  
8 Weeks  
Online Learning  
Programme**

# THE ART OF VIRTUAL SELLING

Commencement Date: **30 November 2020**

Due to the geographical decentralization of key decision makers, advancements in video technology, social responsibility initiatives to reduce carbon footprint, and now COVID-19 social distancing practices, virtual selling has become a critical skill.

This programme addresses best practices for prospecting, business case development and sales closing through digital platforms. At the end of this programme you will have the knowledge and tools to fully conduct and close sales cycles virtually.

## What will you learn during the 8 weeks?

- Week 1** Readings, self-paced modules and a 90-minute Masterclass on “Adversity or Opportunity”
- Week 2** Self-paced modules and case studies on “Preparation for a virtual environment”
- Week 3** Self-paced modules and case studies on “Driving engagement in a virtual sales environment”
- Week 4** Self-paced modules on “Increasing effectiveness by understanding the benefits, challenges and traps of selling”

## Who Should Join

Sales team Leaders, Sales Managers, Anyone who would like to develop this skill

## How will you learn?

Your learning journey will be based on combination of Self Paced Learning, Live Webinar, Videos, Learning Articles, Online Pre and Post Assessment Quizzes and Case Studies

## At the end of the programme, you will be able to :

- Effectively engage in virtual prospecting
- Develop business case and technical requirements virtually
- Manage accounts virtually

- Week 5** Readings, self-paced modules and a 90-minute Masterclass on “Motivating teams”
- Week 6** Self-paced modules and case studies on “Value-based selling” – followed by quiz and revision of concepts
- Week 7** Self-paced module on “Virtual account management” followed by quiz and revision of concepts so far
- Week 8** Closure: Masterclass on “Bringing it together” and ensuring implementation of learnings to workplace

## Who are your Masterclass Facilitators?



### Shweta Kumar

- Masters degree in Management of Change- INSEAD
- Accredited Facilitator, Coach



### Avik Chatterjee

- Leadership Consultant and Coach | Keynote Speaker
- Expertise in OD, Performance Enhancement Tools, Top team Alignment, Cultural Transformation

To find out more on the online programmes, please contact: [pds@mim.org.my](mailto:pds@mim.org.my) today

