

75% OF ALL SALES CALLS ARE VIRTUAL

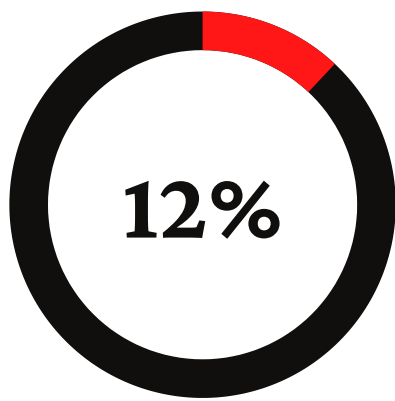
... and not face-to-face!

"More than half of sales reps say that optimizing content and messaging for these platforms is extremely important!"

While **53%** think they do a good job tailoring their messaging for the phone or web conference,

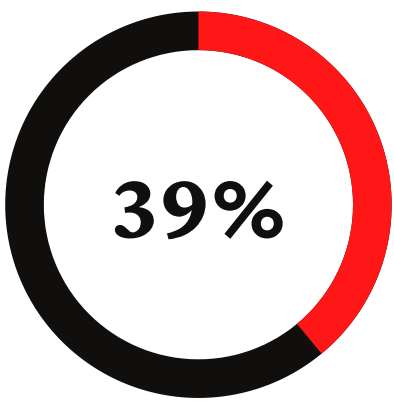


They aren't using the method that they believe is the most effective.



Only 12% use interactive visual storytelling techniques.

Majority of sales reps say it is the most effective method for motivating buyers to take action—and that **64%** believe it would make a meaningful, positive change.



- **39%** say using interactive storytelling techniques is most effective.
- **38%** say keeping the conversation verbal only is most effective.
- **22%** say sending a weblink is most effective.

"Today, 87% of salespeople engage prospects or customers with visuals either rarely or never, according to the survey conducted by corporate visions."

You can get a significant advantage by having your prospects participate in some way on your call, whether by taking notes or drawing a simple visual.



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