

Five ways to work with remote sales leads



Did you know that a third of B2B decision makers work remotely for a majority of their week? This is a huge percentage and changes a lot about how B2B sales teams should approach prospects. Your old techniques may not work on remote sales leads – here's some tips to help you capture their attention.

1

Don't ask for a meeting

It's surprising how many sales teams ask for a meeting. This **pushes remote decision makers away**, as it proves you haven't listened to their personal or professional needs. Get creative and find new ways to promote your product without relying on face-to-face engagement.



2

Remember where they are

We are so used to working in office environments, it's easy to forget that **those working remotely may not have the same devices** or connectivity we have. Ask yourself what your current approach assumes the lead will have access to and adjust where necessary.



3

Work with influencers

When you discover a decision maker works remotely, **offer to liaise with a team member they trust**, also known as an influencer. Their opinion heavily sways the sales lead towards a choice, so convince the influencer and you're onto a winner! In some cases, you may not need to interact with the decision maker at all!



4.

Establish their routine

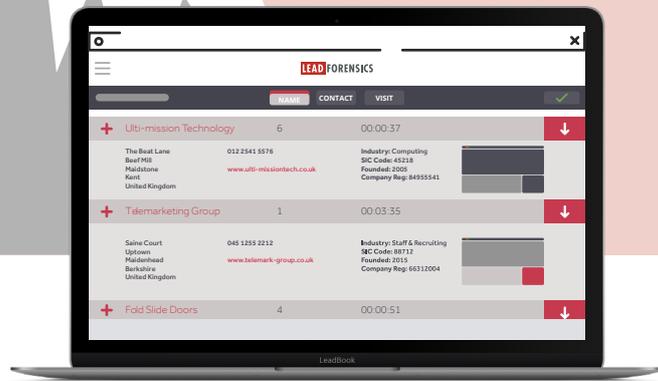
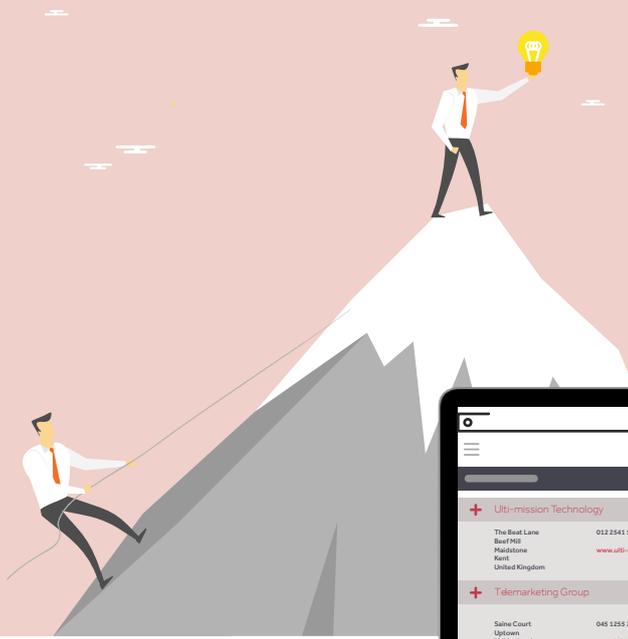
When working with remote decision makers, you need to **establish how they work**. Are they in the office for some of the working week, or not at all? Do they usually work the same 9–5 hours you do? Do they stay in one place or travel regularly? All these answers will feed into how you approach them, and how best to win them over.



5.

Go the extra mile

It's important to **show a remote decision maker you're willing to bend to meet their needs**. If they work later shifts than you, send an email or arrange a call for after 5pm. If they're only in the office one day a week, avoid contacting them on this business day. These little additions to your process will help you win their trust and confidence.



NAME	CONTACT	VISIT	
+	Ulti-mission Technology	6	00:00:37
	The Beat Lane Beaf PE8 Maldenstone Kent United Kingdom	012 2541 5576 www.ulti-missiontech.co.uk	Industry: Computing SIC Code: 48218 Founded: 2008 Company Reg: 84955541
+	Telemarketing Group	1	00:03:35
	Saline Court Uxbridge Maldenhead Berkshire United Kingdom	045 1255 2212 www.telemark-group.co.uk	Industry: Staff & Recruiting SIC Code: 88712 Founded: 2015 Company Reg: 66312004
+	Fold Slide Doors	4	00:00:51

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