

Winning at Virtual Sales!

January 12 & 19, 2021

With Amber Mac, Amber Mac Media Inc.

THE WORKSHOP

Join BC Wood for a two part online seminar, live via the Zoom platform, on how to adapt to virtual selling, as well as help you craft a professional setup. The following topics will be covered:

January 12: Psychology & Research - Adapting to Virtual Selling

- Whether it's building rapport, identifying needs, or presenting professionally, Part 1 will dive into how you need to shift your sales strategy to win over prospects (using research-based insights available during these early days of virtual selling)
- Defining the virtual opportunity - what leading sales professionals tell us about the new opportunities for growth in a Zoom-first world.
- How the psychology of sales can be adapted from the physical world to the virtual space.



October 19: Selling on the Small Screen/ Crafting a Professional Set-up

- Whether it's designing slides, building surprise, or staying engaged, Part 2 will focus on how to present and perform on your web camera for the biggest impact and best experience D2D (device-to-device)
- How to tell your company's story
- How to create a presentation framework
- How to weave your story into your framework for a dynamic presentation
- How to turn a simple web cam call into a professional pitch

THE SPEAKER

Amber Mac has keynoted more than 400 events around the world and has moderated sessions with: Canadian Prime Minister Justin Trudeau; former FBI Director James Comey; business coach Tony Robbins; famed astronaut Chris Hadfield; and many other notable leaders.

She wrote the national bestselling business book *Power Friending* (Portfolio: New York). Most recently, she started co-hosting a new podcast series called *Marketing Disrupted*.

She is a regular business host and expert for *Fast Company*, *CNN*, *Bloomberg*, *CBS*, *BNN*, *CTV*, *The Marilyn Denis Show*, and *SiriusXM* (where she co-hosts *#TheFeed*). Plus, in 2018, she was named one of *DMZ's* 30 inspirational women making a difference in tech.



THE DETAILS

DATE: TUESDAY, JANUARY 12 AND TUESDAY, JANUARY 19, 2021

TIME: 10:00AM - 11:15AM

PLATFORM: ZOOM (LINK WILL BE SENT PRIOR TO THE SESSION)

COST: FREE FOR GBM EXHIBITORS; \$249 PER COMPANY

FOR MORE INFORMATION

Contact Rumin Mann at rmann@bcwood.com or toll free at 1.877.422.9663

WINNING AT VIRTUAL SALES!

JANUARY 12 & 19, 2021, 10:00 AM - 11:15 AM

To register, fill out the information below and email it to rman@bcwood.com

REGISTRATION INFORMATION

PARTICIPANT 1 FIRST NAME AND LAST NAME

EMAIL ADDRESS

PARTICIPANT 2 FIRST NAME AND LAST NAME

EMAIL ADDRESS

COMPANY

ADDRESS

CITY

PROVINCE

POSTAL CODE

EMAIL

PHONE

PAYMENT INFORMATION

MASTERCARD VISA CHEQUE*

CARD NUMBER

EXPIRY

CARDHOLDER'S NAME

CARDHOLDER'S SIGNATURE

*PLEASE MAKE ALL CHEQUES PAYABLE TO --

BC Wood Specialties Group

MAIL CHEQUES TO --

BC Wood Specialties Group

200 - 9292 200 St.

Langley, BC, V1M 3A6



Recordings of each session will be emailed to you afterwards

FOR MORE INFORMATION

Contact Rumin Mann at rman@bcwood.com or toll free at 1.877.422.9663