



How to Win Sales with Digital Body Language

A Live Interactive Online Course

Course Overview

Imagine yourself in five years after mastering your Digital Body Language: You can connect with sales prospects anytime, anywhere, and you're closing deals and driving revenue up and to the right in your organization with speed and effectiveness.

Now, let's talk about today's reality: Endless sales calls, video chats full of "Oh no, you go" moments, ghosting, email replies that show up a week later, and digital tools creating more miscommunication, angst and confusion.

The How to Win Sales with Digital Body Language Course is designed to help sales professionals improve their Digital Body Language to generate prospects and close deals in our hybrid working world. Empowering you with the tools you need to lead with more competence and confidence, and less stress and frustration, this course can be accessed anytime, anywhere, in any part of the world.

Course Topics

- Embrace omnichannel communications while understanding the customer's digital preferences
- Create personal and emotional experiences over virtual channels
- Know when to use real-time communication (phone, video, chat, etc.) vs. asynchronous communication (e-mail, text, social media, etc.)

SYLLABUS

BREAK SILOS, ELIMINATE UNNECESSARY EMAILS AND MEETINGS, REDUCE CROSS-TEAM DYSFUNCTION, AND ENHANCE ACCELERATED COLLABORATIONS.

Introduction: Win Sales With Digital Body Language?

- When communicating with buyers in a virtual environment, it's important to continually experiment and become comfortable with new tools and approaches to sales in the digital world. In this module, you'll learn the elements of how to win in business relationships using digital body language.

Digital Anxiety: Hierarchy, Power Plays, and Trust

- Email replies that show up a week later. Video chats full of “oops sorry no you go” and “can you hear me?!” Ambiguous text-messages. Is it any wonder communication takes us so much time and effort to figure out? And how is related to the anxiety epidemic? In this module, we'll discuss common sources of digital anxiety, how to deal with them, and how to avoid causing them yourself.

Value Visibly: Appreciation and Engagement

- Remember how it felt when your boss or a customer looked you in the eye, gave you a firm handshake, and genuinely thanked you for your work? The cues we use to show our appreciation—a smile, a thank you note, a high five—are either invisible in our digital world or simply take too much time and effort to implement. In this module, you'll learn how appreciation drives engagement and gain practical strategies to show customers and team members that they are respected, trusted, and valued.

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Communicate Carefully: Misunderstandings & Mistakes

- The problem with digital body language is that there is no guidebook—we each intuit different meanings to the same digital cues based on our backgrounds. This disconnect leads to misunderstandings, passive aggressive behaviors, and hurt feelings. In this module, you'll learn how to drive collaboration with actionable tools to get your customers & teams organized and speaking the same language.

Collaborate Confidently: The Keys to Modern Teamwork

- Because of common digital disconnects, customers and teams are often plagued with fear, uncertainty, and a lack of confidence in each other. In this module, you'll learn how to foster an empowered environment, reduce groupthink behavior, and create psychological safety.

Trust Totally: Innovate Faster and Further, Together

- Trust Totally is the result of a 360-degree implementation of the Laws of Digital Body Language that we learn earlier in the course. A customer and team that Trusts Totally is primed for authentic relationships. In this module, you'll learn how to put together Value Visibly, Collaborate Confidently, and Communicate Carefully to supercharge your teamwork and customer sales.

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Executive Presence: Becoming a Leader in a Hybrid World

- Erica Dhawan has been guiding the leaders of the world's largest and most successful corporations for a decade. If there's one thing she's learned, it's how to translate executive presence into our ever-evolving world. In this module, Erica provides guidance on how to stand out as a leader across digital platforms.

Diversity: Fostering Inclusion with Digital Tools

- When remote work was first becoming common, digital communications were dubbed by some to be the great equalizer. They speculated that our unconscious biases would disappear when we couldn't always see the people we were interacting with. They were wrong. What do we miss when we don't tap into our own digital teams' diversity of experiences and judgments? Short answer: too much. In this module, you will discover proven methods to strengthen engagement, productivity, and morale across gender, generational, and cultural divides.

MEET YOUR INSTRUCTOR

ERICA DHAWAN IS A GLOBALLY RECOGNIZED LEADERSHIP EXPERT AND KEYNOTE SPEAKER HELPING ORGANIZATIONS AND LEADERS INNOVATE FASTER AND FURTHER, TOGETHER.



Erica has spoken, worldwide, to organizations and enterprises that range from the World Economic Forum to U.S. and global Fortune 500 companies, associations, sports teams, and government institutions. Named as one of the top management professionals around the world by Global Gurus, she is the founder and CEO of Cotential - a company that has helped leaders and teams leverage twenty-first-century collaboration skills globally. Her writing has appeared in dozens of publications, including Fast Company and Harvard Business Review. She has an MPA from Harvard Kennedy School, MBA from MIT Sloan, and BS from The Wharton School.

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FAQ

IF YOUR QUESTION IS NOT ANSWERED HERE, PLEASE EMAIL
INFO@COTENTIALGROUP.COM



Is this course right for me?

This course is made for anyone who engages in hybrid communication – so, basically, everyone. Erica works with everyone from teachers and doctors adapting to remote work to the world’s leading international organizations that have been working digitally to some extent for many years. If digital communication has ever caused you anxiety or if you’ve ever experienced a digital misunderstanding, this course is for you.

Does this course provide certification or CLE credits?

Yes. Erica Dhawan provides a How to Win Sales with Digital Body Language certificate that you can share to validate your completion of the course and to showcase your expertise as a manager.

Do you offer discounts for groups taking the course?

At the moment, we are unable to accommodate group discounts. To set up a workshop or webinar for your group, email erica@cotentialgroup.com.

How long will I have access to the course?

Your enrollment includes lifetime access to the course!

What is the time commitment like?

The time commitment is up to you. The course modules are fully on-demand, so you can take the course at your own pace and come back to it anytime.