

Mastering the Art of Virtual Sales: A New Era in Insurance

- Date: 06 September 2023
- Time: 11:00 – 12:00
- Link to register:
<https://mms.iisa.co.za/secure/events/rsvp/1226/0/1540/0>



Presented by:

Shelley Walters
CEO & FOUNDER
THE SALES
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Topic Overview

This webinar will guide you through the unique dynamics of virtual selling, an indispensable skill in today's digitized world. Participants will learn how to cultivate a strong online presence, build virtual relationships, and leverage digital tools for a compelling sales process. This session aims to empower insurance professionals to overcome distance challenges, build trust remotely, and ultimately seal the deal virtually.

Bio....



Having begun her career in sales in 1999, when the internet changed the world of work and sales forever, Shelley Walters has gone on to emerge as one of today's most dynamic and emphatic voices in the world of sales. A recognised expert, course creator, speaker and trainer working with individuals, groups and audiences, Shelley provides them with the information and the tools they need to boost their performance in sales at every stage of the sales process.



She is the founder and CEO of The Sales Counsel and the creator of The Remote Selling School, a first-of-its-kind on the African continent: a remote sales education platform that empowers sales teams to deliver better results. With more than two decades of experience in both business-to-business and business-to-customer environments, Shelley brings unique insight and experience to her clients, enabling them to close more deals and make more money while upskilling their teams.



negotiating at the boardroom level in just three months. Later she served as the first Business Development Officer for South Africa's first black-owned finance house, Sadiba Asset Lease - until she joined the team at Kingfisher FM in 2007. For over five years, she served as the Breakfast Show Co-presenter on Port Elizabeth's popular Kingfisher FM in South Africa. Addressing 144,000 people daily, she quickly learned how to think on her feet and entertain an audience while consistently



Shelley realised early on that your background needn't dictate your path in life. That realisation, and many others along the way, helped her to see that everyone can achieve more if we put the proper steps in place to get there.

Bio cont....

As an accomplished international speaker and trainer, her engaging, dynamic and motivational style has captured audiences across the globe, from Africa and the Americas to Europe and Asia. She has addressed audiences on Sales Conversations, Sales Productivity, The Neuroscience of Persuasion, How to Drive Metrics, Prospecting, Pitching, Customer Service and more. Shelley has worked with clients like Discovery, Coca-Cola, Dimension Data, Johannesburg Stock Exchange, Entrepreneur Organisation, Standard Bank, Aon and BMW and boasts over 50 written recommendations on LinkedIn.

Shelley's awards and accreditations include the following: Her courses are accredited by the IISA (Insurance Institute of South Africa), the FPI and (the Financial Planners Institute). In 2019 Shelley won the PWC Gender Mainstreaming Award In the category "Inclusive Leader - Entrepreneur." She also shared a joint runner-up position in the "Positive Role Model" category.

As she continues to take on ever more exciting projects, she always remains true to her guiding principles. She believes that clarity, conviction, and competence are essential to any sustainable sales success effort.