

Making the most of the Post-Pandemic Era



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*The best virtual calls involve customer interaction. Interaction is the process of engaging the customer's senses. Here you have an example of an **interactive PDF**.*

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VIRTUAL SELLING IS NOT NEW

Virtual presentations have been around for a while. You are familiar with telemarketing or telesales. You may also know some of the concepts that make some telephone presentations better than others. These include:



The quality of the technology in use

The quality of the message

The speaker's "verbal attitude," which includes their choice of words, the intonation in their voice, etc.

The relevance of their message

Their environment

Telephone presentations use only one of our five senses: sound.

With video conferencing, you can have at least two senses involved in your communications: sound and sight.

NOTES:

VIRTUAL PRESENTATIONS ARE NEW

The improvements in technology and communications processes allow you to create a multi-sensory experience for your contacts.

That's the good news. In sales, the bad news for sales is that your competitors are also getting better at using this new media.



There are two aspects to virtual presentations: Content and Delivery.

CONTENT

- Must be abbreviated to avoid "Zoom fatigue"
- Must be structured for virtual delivery
- Support media, such as PowerPoint, must be used appropriately
- Use a "tell them what you're going to tell them | tell them | then tell them what you told them" approach
- Allow for questions; some information will require an explanation

DELIVERY

- Look at the camera, not the screen
- Use a non-distracting background
- Practice, practice, practice

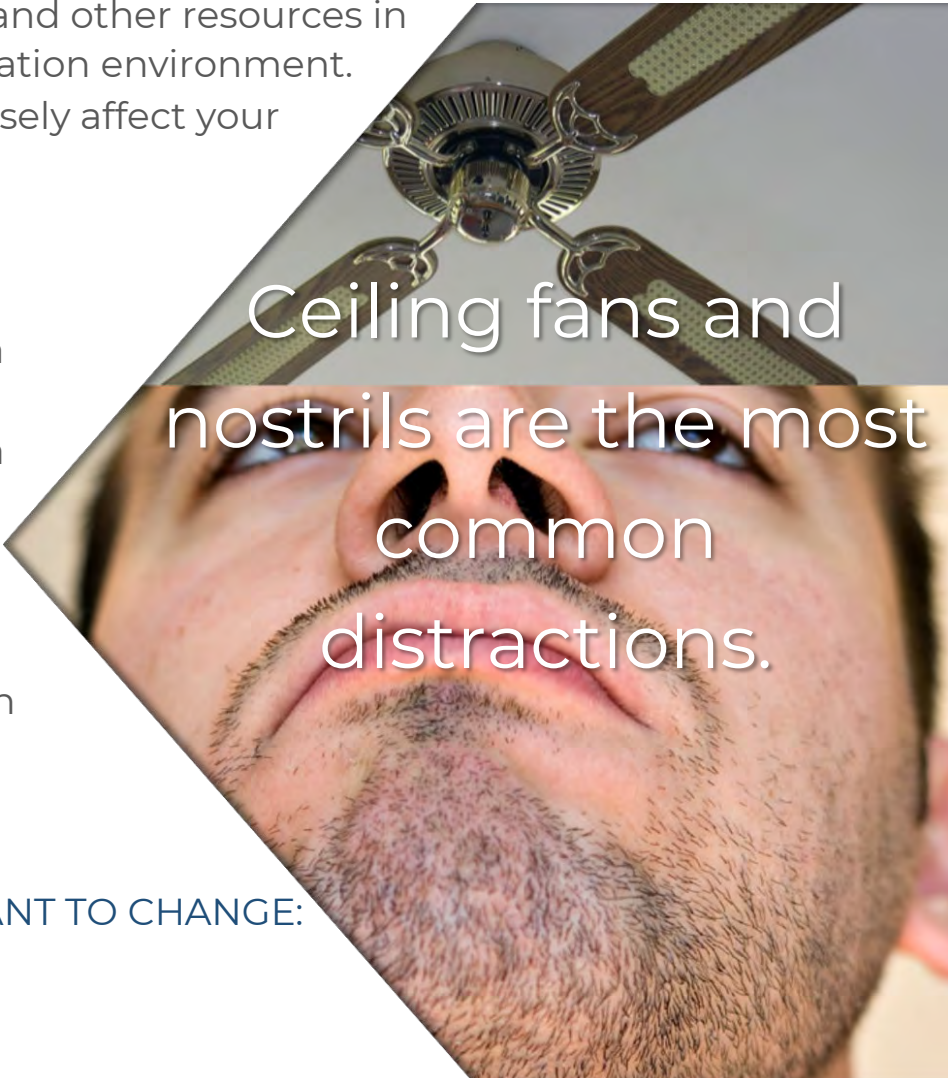
MOST COMMON MISTAKES

Invest some of your time and other resources in creating a virtual presentation environment. Any **distractions** will adversely affect your message.

SOME CONSIDERATIONS

- External web camera
- Quality microphone
- External web camera
- Quality microphone
 - o Lapel
 - o Desk
- Simple background
- Sound proofing when necessary

THINGS YOU MAY WANT TO CHANGE:

A composite image consisting of two parts. The top part shows a close-up of a ceiling fan's motor and blades. The bottom part is a close-up of a person's face, focusing on the nostrils and mouth. Overlaid on this image is the text: "Ceiling fans and nostrils are the most common distractions." in a white, sans-serif font.

Ceiling fans and nostrils are the most common distractions.