

Purpose: This information is to help you successfully sell in virtual environments, in our new normal.

This document works from the premise you have your camera on during meetings. The camera is critical to managing effective meetings and establishing and building relationships.

Your Stage: All the world can see your stage.

- [Selecting a Space:](#) Quiet, little traffic, a door that closes
- [Backdrop:](#) Professional accent, TASC logo, not empty, not cluttered, no beds, not against a wall.
- [Lighting:](#) Natural light / windows in front of you, a ring lamp to balance lighting.
- [Camera Angle:](#) Eye level or slightly higher, no ceilings.

Your Persona: The persona you want to project.

- [Dress for success:](#) Just as in a face-to-face setting, your clothes need to match the situation.
- [Clothing:](#) Solids generally show better than patterns. Bright, solid jewel tone clothes show the best.
- [Talk to the camera:](#) Position your screen so the person you are talking is right under your camera.
- [Project positive energy:](#) Smile, be happy and upbeat. Model the behavior you want others to have.

Your Messaging: Preparing your message and communication tools in the new normal:

Messaging:

- [What you say \(7%\)](#) Practice before meeting with distributors.
- [How you say it \(38%\)](#) Use these proven techniques to build your virtual presentation skills.
- [Body language \(55%\)](#) Why cameras are so important.

Communication Tools:

- [Get distributors hooked on your emails:](#) Subject lines, the headlines and hooks of emails.
- [Cyber messaging with your videos:](#) Creating your own videos

Logistics:

- [Equipment:](#) Clip-on microphone, HD web-cam, ring light.
- [Meeting Management:](#) Send instructions, set camera expectations, sign-on early

Your Stage

“All the world’s a stage.” Bill Shakespeare

In a virtual environment, the stage you set to broadcast from could be seen anywhere in the world. From family and friends, to initial contacts and prospects, to your well-established key distributors, to client’s boardrooms where you need to present why they should select you and TASC. You need to make sure your stage presents you in a positive and professional manner. A stage that will help you make the sale.

1. Selecting a Space

- a. Look for a quiet space with little or no traffic, good natural lighting, and if possible, a door that can lock.
- b. Avoid a space with background noises such as toilets flushing.
- c. If a family member wanders in during a meeting, be sure to introduce them, it shows your personal side.

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2. Backdrop

- a. Clean, non-cluttered space behind you with a few items so it doesn’t look empty. However, you do not want so many items it appears messy or cluttered. You want it to look “nice” but not distracting. The items behind you should not take attention away from you and what you are saying.
- b. You can include items you are proud of, or items that may tell a little about yourself, but don’t make it overwhelming. You can create an accent, but do not make it a shrine.
- c. The TASC Logo in the background is a good touch and recommended. Put it off to the side so the entire logo can be seen and not blocked by your head. Often cited as an item that adds professionalism and in some cases a differentiator. Feedback on the TASC logo in the background has been very positive. When you are bidding against competitors, it makes you and your presentation stand out.
- d. Do not sit against a solid object such as a wall. To some, it gives you the prisoner / mugshot look, an image you do not want to be projected to your distributors or clients.
- e. Do not have beds, ceiling fans or mirrors in the background (for many reasons).



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3. Lighting

- a. Natural light coming from in front of you is the best. It evenly lights up your face. If the light comes from behind you, it casts a shadow on your face and people have a hard time seeing you. Work to keep windows and light in general, in front of you.
- b. Light coming from the side will show one side of your face well and shadow the other side. You want to have even lighting on both sides of your face. A small ring light, in front of you, behind your camera, on the shaded side of your face can be used to balance the lighting. This helps avoid “shadowy” presentations with just half of your face with proper lighting.

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4. Camera Angle

- a. You want your camera to be at eye level or slightly higher. This takes advantage of your lighting set-up, helps you look a little thinner, and avoids those nostril hair and big chin shots. If using a camera on a laptop computer, prop up your computer on books or a small shelf if needed.
- b. The camera should be straight on or slightly tilted, towards you. You do not want any ceilings on your screen. If you can see your ceiling, your camera is pointing too high. Adjust your camera, you do not want your camera slanting backwards.

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Your Persona

Now the stage is set you want to make sure you are aligned with your role. What is the persona you want to project? If people can see what you look like (today), see you talking, smiling, watch your mannerisms, they feel much more connected than if they only have a picture of you on the screen. Sales is a relationships business, in a virtual environment, cameras are critical to building relationships.

1. **Dress for success**, is just as true in a virtual environment as it is in a face-to-face environment. Your clothes need to match the situation. Generally, business casual from the waste up is acceptable. Unlike the F2F world, only the part of you that shows on camera is critical. You can wear the slippers you want as long as you don't plan on showing your feet.

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2. **Clothes** with solid colors general show better than clothes with patterns. Bright, solid jewel tone clothes are the best. Again, use your judgement, would you wear that color to a F2F meeting? Checkers, Paisley, Stripes, sometimes do not come through well on camera especially when someone moves.

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3. **Talk to the camera.** Position your screen so the person you are talking to appears directly below your camera. This way, when you are looking at the person you are talking to, you will be looking right into your camera at the same time. This provides the appearance you are talking directly to them. It also allows you to read their face while you talk. If you have their picture on a second screen or you are presenting something on a second screen, you appear like you are looking away when you talk to them. Eye contact in virtual meetings is very important. It is a key part of your body language and the image you project.

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4. **Project positive energy.** Smile and the world smiles back at you. Watch your screen to monitor your expressions. If you want to project good, positive energy, smile. Many people tend to mirror the behaviors being shown to them. If you want the people you are talking with to be happy and upbeat, model the behavior you want. Start by smiling.

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Your Messaging

Presentation:

1. **What you say:** (7%) Create and practice your presentation/pitch before connecting with a distributor. This goes back to your pre-call planning and what you want to accomplish at the meeting. Work to keep your presentation conversational, you don't want it to come off as though you are working from a script. Be sure to include your questions and questioning strategies in your practice. Like with other sales calls, you must have a plan and practice what you are going to discuss.

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2. **How you say it:** (38%) This part of your delivery takes practice and the development of virtual presentation skills. One way to accomplish this is to record yourself giving a sales presentation. Take the information from "What you say" and **record yourself delivering** that presentation. Sit back, watch yourself, and critique your on-camera presentation.
 - a. Assess yourself: Are you happy? Engaging? Confident? Would you buy from you?
 - b. What are your gestures like? Body language? Too much movement? Too stiff? Do you project confidence?
 - c. Are you too close or far away from the camera? How's your background?
 - d. How is your voice, your cadence? Talking too fast, too slow? What changes would you make?
 - e. Practice your performance enthusiasm. What is your tone? Do you sound happy or upset? People can hear a smile, look to where you can be more energetic or have a dramatic pause.
 - f. How many "um", "a", "yes", filler words do you use? (Many people use four or more filler words a minute. One or less a minute is your goal.) Count them when listening to your recording.

After viewing your recording and your initial critique, **review the same recording again, twice**. First, watch it, with the **volume off** and just assess the visuals, make notes. Note your body language. What would you change? Then play the recording one more time with the volume on, but your **back turned to the screen**. This way you can only hear what is on the recording without seeing it. Assess the tone, cadence, speed.

Based on your assessments, adjust and practice. When ready, do another recording to assess the improvements you made. Optional: Get your RVP or another RSD to view your video and provide feedback.

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3. **Your Body Language:** (55%) In a virtual environment, much of the body language seen in face-to-face sessions is lost, but not all of it. That is one reason why cameras are so important.

When engaging in the rehearsal activities in "How you say it," be sure to assess your body language. Is it sending the message this is a competent, trustworthy professional that I can put my faith in? If not, look at the body language. During the session where you turn the volume off and just watch, make note of your body language. Is it portraying the image you want? When in doubt share it with another person and get their input.

[Body Language Tips for Engaging Video Meetings](#)

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Communication Tools

1. Emails

- a. Email Subject Lines: “Get a 95% open rate on your emails.” Subject lines in your emails must be attention getting and show benefit. It’s journalism 101. If you want anyone to read the article, you must hook them with the headline. The email subject line is your headline. You need to get their attention, make it about them, and hit them with a WIIFM (What’s in It for Me) in less than 10 words. No essays in subject lines. Often, the fewer words the better, but no more than 10.

Examples:

- a. **Old:** HRA Information Enclosed - **New:** The HRA that Wins You New Business.
 - b. **Old:** New Account Offering from UBA - **New:** UBA Even Stickier, Your Clients May Never Leave You.
- b. Email body: Another lesson from Journalism. Put the most important information, the information with the biggest hook, right up front. First line, first paragraph. If you put the key information in the 2nd or 3rd paragraph, many people will never get that far. The subject line got their attention, now you need to keep it. Also, if your email is too long, looks long, a good percentage of people will just see a bunch of writing and close it. Keep your message concise and on point.

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2. Recording Your Videos

- a. Script out what you want to say before creating a video. Practice what you want to say. Be prepared to do multiple recordings before you get the version you want to send out.
- b. Put a hook at the beginning, WIIFM, important information to get their attention.
- c. Asses yourself in the video: Are you happy? Engaging? Confident? Would you buy from you?
- d. Generally, try to keep recordings to around 60 seconds.
- e. A call to action is needed at the end. Now that I have seen this video, what next?
- f. Best Practice, get someone to help you record. Most cellphones can be used to record. Mount your phone or set it on a surface so it doesn’t move around, and get someone else to start and stop the recording. This avoids the reaching back and forth at the beginning and end of your recording.
- g. Consider: Make different recordings for different groups of targeted distributors.
- h. Get technical assistance where needed so that you can link your recordings in your emails.

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Equipment

- A clip-on microphone will produce better sound quality than your computer. It makes your voice sound richer.
- An HD Web Camera will enhance visual quality. (It also has microphones.)
- A small ring light can be used to balance the lighting on your face.
- Check your software. Some have a button that says, “Touch-up my Appearance,” or something similar. If so, test the effects of using that functionality.

Note: Test all your equipment with a colleague. Use the speakers and microphone you use in your meetings. Make sure the sound and visuals are good for the person who is testing with you. Allow enough time to make corrections if something doesn't work.

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Meeting Management

- Email visual instructions ahead of time so people can connect easily and effectively.
- Let people know before the meeting you plan on using cameras. It helps to avoid surprising and potentially embarrassing someone. If people decline to use their camera, don't push the situation.
- Set the expectation you want everyone to share their screen/use their camera. Put a positive spin on it; it's good to see people, helps with the conversation, use what you feel best fits the situation. Let people know you are doing it for a good reason. You don't want to come across as though you are forcing people to use cameras.
- Log on early. You may request others do so, or people may naturally log on early when attending a meeting where they are not well-versed in the software. If they log on early, (as you may have requested) you will want to be there to greet them.
- If available, get someone on your team to monitor the chat-room discussion.
- If you use two laptops, you can see the laptop you are using to communicate, and what others are seeing on your second laptop.

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