

Video Sales Call Mastery:

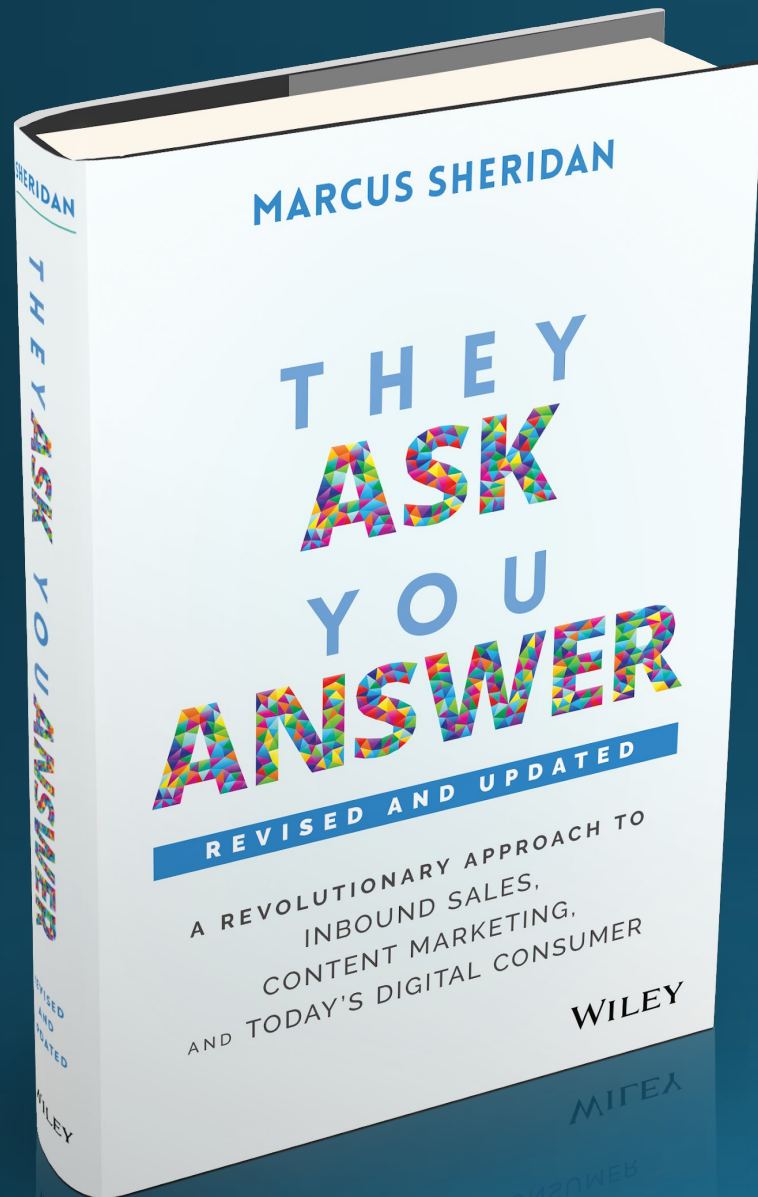
How to Become World Class with Video Sales and Virtual Selling

Marcus Sheridan

www.MarcusSheridan.com

I used to be a pool guy.





They ask.
You answer.

Our Agenda:

1. Take a look at what virtual selling is and the myths associated with it.
2. Identify and train video sales call best practices
3. Discuss using 1-1 video email with our customers

Economic hardship is ALWAYS followed
by certain sales and marketing
opportunities. Always.

Request Pricing for a Fiberglass Pool

Our trained staff takes the time to understand what you want to accomplish, then makes recommendations accordingly.



Should I fill out this form?

Our promise to you...
Watch this 

We aren't going to spam you with emails or call you a thousand times.

After you fill out the form, one of our **pool design specialists** will reach out to you within the next business day.

Our first objective will be to **understand** your needs, then together develop a **plan** for your backyard and provide you with **pricing** for your new pool!

No obligation, just fill out this form to get the process started and we'll be in touch **within 48 hours**.

Request Pricing

First Name* Marcus	Last Name* Sheridan
Email* msheridan@impactbnd.c	Phone Number* 8047617924
City* HEATHSVILLE	State* Virginia
Postal Code* 22473	

How much do you know about fiberglass pools?*

- I've watched almost every video and read almost every article!
- I know a little but still have homework to do.
- I have a lot of questions and need help.

When do you want to swim in your new pool for the first time?

- Within 1 year
- Within 2 years
- 3+ years from now

Would you like a virtual sales experience? *

- Yes Please
- No Thank You



Virtual Selling:

The process of using technology, especially video, to “show it” better— with the result being more personalized relationships, shorter sales cycles, and more business won.

Top 4 Virtual Selling Myths

(That may, quite possibly, be driving me crazy)

Myth #1:

Virtual Selling closing rates
will always be lower because
you're not meeting in person.

Studies have shown that the first company the prospect has an actual conversation with wins the business 70% of the time.

Myth #2:

Video isn't "face-to-face" selling.



Myth #3:

“But we’re in a
relationship-based business.”

Myth #4:

“Our customers aren’t ready to use video conferencing technology for sales.”

(Two tipping points)

Reality: Just because someone sells well,
doesn't mean you sell well over video.

If you had to say the biggest struggle your team is having with video sales calls
right now, what would it be?

11 Video Sales Calls Best-Practices

***Remember, it's the little things that ultimately make the biggest difference....

Virtual Sales Appointment Best Practices

1 KNOW & TEACH THE TECHNOLOGY

Never assume your prospect or customer understands the technology **or has used it before.**

Ask beforehand and, if needed, send an explainer video, along with your meeting invite, helping them to understand the basics to whichever platform you're using.

Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 REQUIRE CAMERAS BE ON

Studies have shown that closing rates are higher when the prospect has their camera on so require cameras to be on for both parties. Don't be passive about this. Try this:

“For this meeting, it’s critical that we both have our cameras on. You need to see me clearly and get to know me. At the same time, I need to see you. What we’re going to be discussing is very important and if you’re not fully understanding what I’m explaining, I need to be able to see that. Will you make sure your camera is on?”

Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 **LIMIT TEXT ON SLIDES**

Use less text on slides.

If your slide-deck is a full-blown brochure, then send it to them before or after the sales appointment.

But never makes the slides the hero or centerpiece of a sales call. Ever.

Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 Limit Text on Slides
- 4 **LIMIT SCREEN SHARING**

If you are using a slide deck, turn “sharing” mode on and off throughout the presentation so as to induce better conversation.

The more they see of you, and the more you see of them, the better.

So, if you’re sharing a deck and know you’re getting ready to launch into a conversation where the deck isn’t relevant, stop sharing.

Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 Limit Text on Slides
- 4 Limit Screen Sharing
- 5 **WRITE NAMES DOWN**

If you are meeting with a group of people (and they're sitting around a table or in a board room) write down everyone's name.

Ever forgotten someone's name during a sales call? Yeah, not good. At all.

Write them down, from the beginning.

Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 Limit Text on Slides
- 4 Limit Screen Sharing
- 5 Write Names Down
- 6 ASK QUESTIONS USING NAMES

When meeting with a group, ask questions directly to the various attendees by name.

Using this technique gets everyone engaged and involved in the conversation.

Remember, in virtual sales calls, you're almost always better off calling on a single person than you are asking an open question for the group—something most sales people consistently get wrong.

Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 Limit Text on Slides
- 4 Limit Screen Sharing
- 5 Write Names Down
- 6 Ask Questions Using Names
- 7 WEAR A SMILE

Smile... A lot!

We all think we smile and look happy... until we watch our first recorded video sales call!

This is a major weakness for many sales professionals.

A smile changes our entire disposition, so although this recommendation may seem silly or insignificant, it will make a huge difference in the success of your virtual sales appointment.

Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 Limit Text on Slides
- 4 Limit Screen Sharing
- 5 Write Names Down
- 6 Ask Questions Using Names
- 7 Wear a smile
- 8 **FACE A LIGHT SOURCE**

Always face your light source!

And whatever you do, do NOT have a massive window with sunlight streaming in behind you.

In most cases you're better off having one frontal light or window facing you and no lights on at all behind you.

Another simple trick is to turn the brightness on your computer monitor all the way up.

Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 Limit Text on Slides
- 4 Limit Screen Sharing
- 5 Write Names Down
- 6 Ask Questions Using Names
- 7 Wear a smile
- 8 Face a Light Source
- 9 **SIT UP STRAIGHT OR STAND**

Your best communication will almost never occur sitting back in a chair.

This is why, even though most sales people don't think it matters, the majority of speakers and communicators perform at a significantly higher level when they're standing up than when they're sitting down.

If needed, prop your camera or computer up on a box or books in order to raise the view.

Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 Limit Text on Slides
- 4 Limit Screen Sharing
- 5 Write Names Down
- 6 Ask Questions Using Names
- 7 Wear a smile
- 8 Face a Light Source
- 9 Sit Up Straight or Stand
- 10 STATE PURPOSE OF CALL

Define and state the purpose of the call at the very beginning.

This may sound obvious, but it's even more important with video because in most cases prospects and buyers don't know what the goal of the conversation actually is.

And if they don't know, you can rest assured it's going to be hard to get to where you need to be.

Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 Limit Text on Slides
- 4 Limit Screen Sharing
- 5 Write Names Down
- 6 Ask Questions Using Names
- 7 Wear a smile
- 8 Face a Light Source
- 9 Sit Up Straight or Stand
- 10 State Purpose of Call
- 11 TAKE CONTROL OF THE CALL

It's your meeting – own it!

If something is distracting – fix it.

If someone needs to be muted – mute them.

If things get off track – get everyone back on track.

Do everything with tact but remember, control of the call will help you to gain the customer's trust and ultimately earn their business.



Video Sales Call Best Practices

KNOW & TEACH THE TECHNOLOGY

REQUIRE CAMERAS BE ON

LIMIT TEXT ON SLIDES

LIMIT SCREEN SHARING

WRITE NAMES DOWN

ASK QUESTIONS USING NAMES

WEAR A SMILE

FACE A LIGHT SOURCE

SIT UP STRAIGHT OR STAND

STATE PURPOSE OF CALL

TAKE CONTROL OF THE CALL

Virtual Sales Opportunity:

Better, more personalized email with video
and smarter subject lines

3 Fundamental Subject Line Best Practices

1. Including the **person's name** will increase open rates by an average of 10%.
2. Including the word **“video”** will increase open rates by an average of 10%.
3. Including a **personalized**, specific element will increase open rates by an average of 20%.

“Hi Jen, 3 Security Flaws I Noticed(video)”

Jen

Hey Jen, I made this video for you!

 Templates  Sequences  Documents  Meetings  Snippets

Hey Jen, great meeting today. I made this for you:



Check out this video: <https://share.vidyard.com/watch/5Ec8SX8XdLtZhDxFVCsU4m>

Marcus Sheridan Your Pest Control Super Hero



Email: msheridan@impactbnd.com
Website: www.MarcusSheridan.com
Website: www.Impactbnd.com



Tool: Vidyard (FREE!)

<http://www.impactbnd.com/govideo>

“All things are difficult before they are easy.”

-Thomas Fuller

READ THE BOOK!

And visit the website for
more information on:

VIRTUAL TRAINING
CONSULTING
WORKSHOPS

www.MarcusSheridan.com

Marcus@MarcusSheridan.com

