

## Your Setup

1. Put your camera at face height and Show your upper body
2. Ensure Audio and Lighting quality
3. Smartphone? Airplane Mode, then activate Wi-Fi to avoid interruptions.
4. Inspect your background scene. Clear whiteboard.
5. Ask for Forgiveness: "I apologize in advance. We're doing the best we can and I'm hopeful that my children will stay distracted long enough for us to not be distracted."

CLIENT COMMUNICATIONS PYRAMID



## Prepare the client

1. Create a document that lets them know how the tool you are using will work.
2. In many cases, the microphone on a smartphone will be sufficient for THEM.
3. If this is going to be a recurring task for clients, and if they are using their smartphone, then maybe send them a smartphone stand or mini tripod.
4. Offer suggestions for lights and setting. You can even record a video offering them suggestions. It's all about making them comfortable.

## Conduct the meeting

1. Be and dress as professionally as you would in person. When in doubt, wear pants!
2. SMILE!
3. Set expectations at the start of the call.
4. Only show the visuals when needed, then flip back to your face.
5. Take notes during the call. Avoid a keyboard, unless you are **certain** that your microphone won't capture the typing sound.
6. After the meeting, send a detailed summary of your discussion.

In the Same Side Selling Academy, we cover the pre-meeting setup, and that's a process you should follow with every meeting - whether in-person or via video.