

The Virtual Selling Video Sales Call Check List

From Jeb Blount's *Virtual Selling*





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“*Murphy’s Law states, ‘Anything that can go wrong, will go wrong.’ Enter the video sales call. Here, the things that can go wrong, will, at the worst possible time, when you are least prepared to deal with it.*”

- Jeb Blount, Author of *Virtual Selling*



Winging It Is Stupid

Winging it on video sales calls is stupid. Wickedly stupid.

Murphy's law states that anything that can go wrong, will go wrong. On video sales calls, things will go wrong at the worst possible time, when you are least prepared to deal with it.

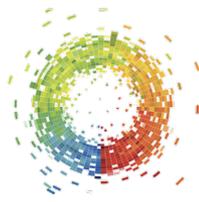
On video sales calls stakeholders are watching you with a more critical eye than when you are face to face.

Any mistake, no matter how minor, can damage your credibility

What is most important to remember, is that even if the problem is out of your control, they will blame you.

That is exactly why you should go through a video sales call checklist prior to each call.





Audio

Without video your meeting becomes a phone call.
Without audio your meeting is over.

- Microphone is properly connected to your camera/laptop/desktop
- Correct microphone is selected in you video conferencing platform
- Microphone is positioned correctly
- Any necessary batteries are charged
- Mute is on/off



Camera

It is embarrassing when you must make camera adjustments in the middle of the call.

- Camera is connected properly to laptop/desktop
- Correct camera is selected in your video conferencing platform
- Color temperature and focus are correct
- Power connections are secure
- Positioning and framing of the camera are correct
- Camera should be at eye-level
- You should be aligned horizontally and vertically so that you are in the middle of the frame with torso and hands visible

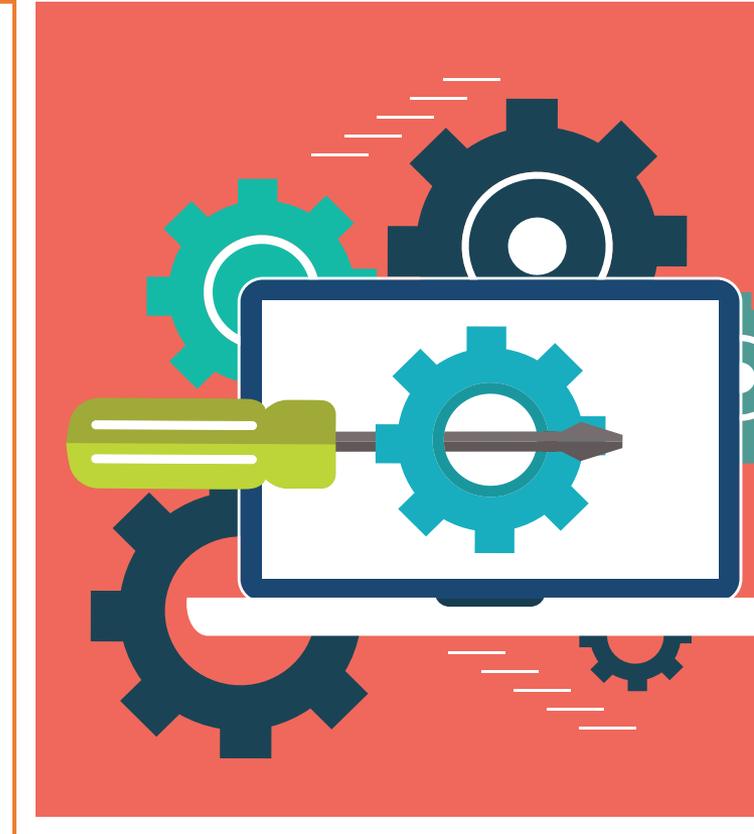




Platform Settings

Check your videoconferencing platform settings before your call begins. Just because everything was working on your last call does not mean that it will work on your next one.

- Video conferencing APP is updated to the latest version
- Audio source is correct
- Video source is correct
- Meeting ID is correct
- Meeting is being recorded properly - on/off
- Video quality settings are correct
- Screen sharing functions are working properly

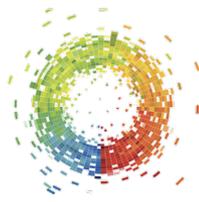




Lighting

Good lighting is the key to looking your best on-screen.

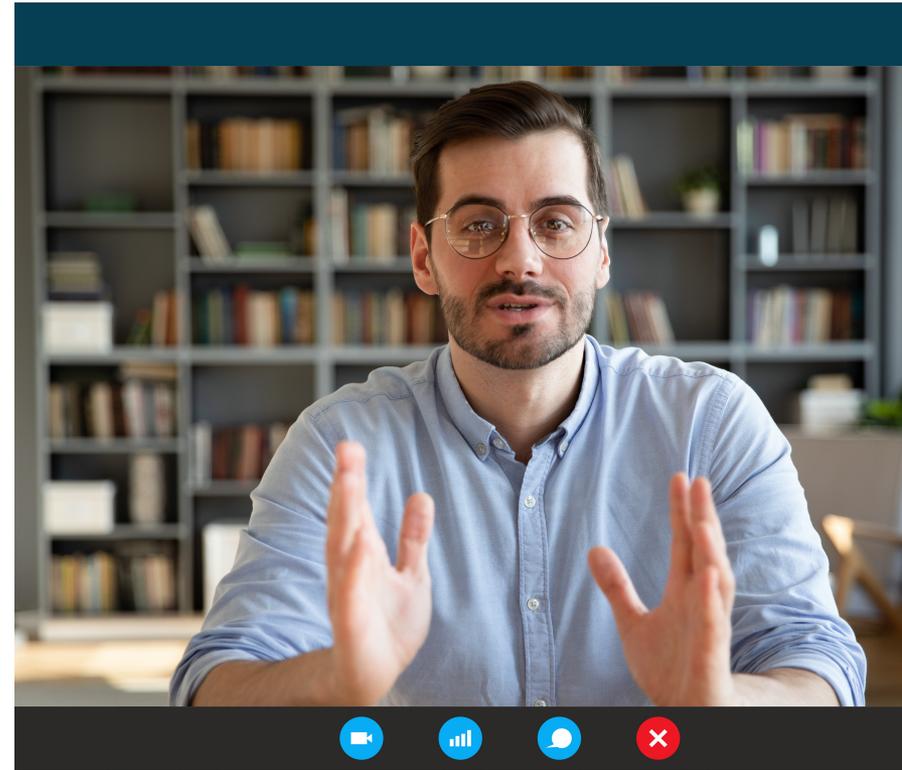
- Position of lights is correct
- Brightness and temperature levels are adjusted correctly
- Bright windows have shades drawn so that the camera focuses correctly
- Power connections are secure and backup batteries are ready



Backdrop

Your backdrop is your set. It sends a powerful message. Be sure that it is the message you want to convey.

- Background props are in place
- All clutter, unnecessary items, or sensitive material is removed
- Backdrop is properly lit
- Background TV monitor is on the proper slide/image (if applicable)
- Background writing prop, like a whiteboard, is cleaned
- Virtual backgrounds are correct and framed correctly



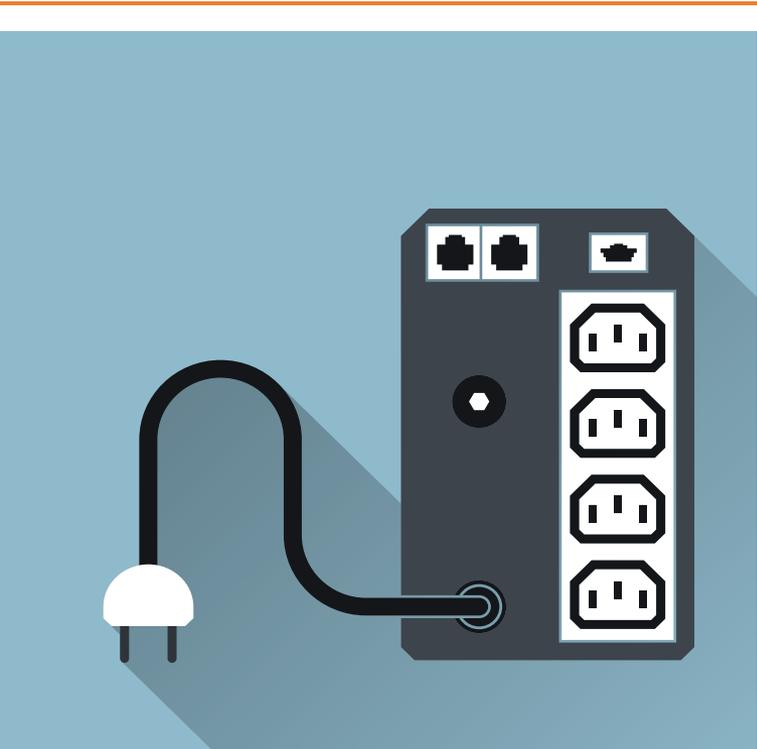


Sweat The Small Stuff

On video sales calls, you are on stage, and on stage the details matter.

- Review you pre-call plan
- Know your objective and targeted next steps
- Review the agenda, send out a copy in advance, print out a copy just in case
- Review questions that you plan to ask
- Review the names of those you expect to be on the call
- Check that resources you are sharing are ready to go



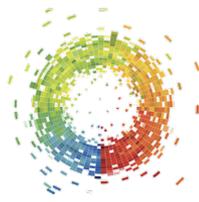


Power & Batteries

Power is everything. No power, no video sales call.

- All cords and connections are secure
- Laptop is charged/properly plugged in
- Internet connection that requires power is plugged in and back up battery is connected
- All batteries for mics, cameras, lights, and external devices are fully charged

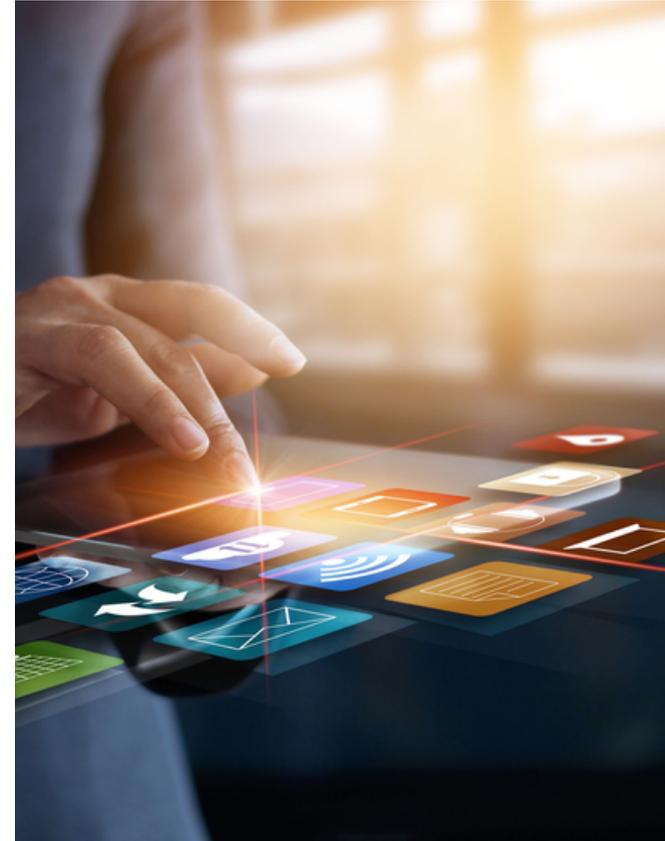
Note: We highly recommend investing in a backup power unit. These units double as surge protectors and have internal batteries that kick on in the event of a power outage so that your meeting is not interrupted.



Internet Connection

Slow speeds can make your video sales call a poor experience for your prospect.

- Wi-Fi signal strength is good
- Ethernet connection is secure (if applicable)
- Upload speed is sufficient (Restart the computer if speed is poor)
- All other Wi-Fi draining devices are turned off
- All uploads are paused (including those to Google Drive, DropBox, and OneDrive)
- Backup connection is fully charged and ready to be activated



Note: Internet speeds can vary by location, provider, and even by time of day. We highly recommend that you invest in a backup connection, like a mobile hotspot, just in case your connection fails.



Virtual Selling Skills Training

Virtual Selling Skills is a comprehensive sales training course.

It teaches sales professionals how to leverage video-based technology, digital tools, and virtual communication channels (video, phone, email, text, direct messaging, social media) to engage prospects, advance pipeline opportunities, seal the deal, and expand relationships with customers.

Your sellers will gain the competencies to:

- Prospect effectively with video, phone, email, and social media to fill the sales pipeline with qualified opportunities.
- Blend virtual selling into your existing sales process to accelerate pipeline velocity and improve productivity.
- Conduct effective virtual sales calls – advance opportunities through the pipeline, handle objections, and close sales.
- Deliver engaging virtual presentations and demos.
- Build deep and lasting relationships with remote buyers and make virtual selling more human.



[LEARN MORE](#)



About Sales Gravy

We Help Sales Organizations Win

At Sales Gravy, our mission is simple: We help sales organizations, sales leaders, and salespeople win.

Our team of sales trainers, coaches, and advisors leverages our proven sales training and sales enablement system to help sales organizations become more agile, accelerate sales productivity, and gain a decisive competitive edge, fast!

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Jeb Blount's Mega Best Seller | *Virtual Selling*

Virtual Selling is the definitive guide to leveraging video-based technology and virtual communication channels to engage prospects, advance pipeline opportunities, and seal the deal.

You'll learn a complete system for blending video, phone, text, live chat, social media, and direct messaging into your sales process to increase productivity and reduce sales cycles.

As you dive into these powerful insights, and with each new chapter, you'll gain greater and greater confidence in your ability to effectively engage prospects and customers through virtual communication channels. And, with this newfound confidence, your success and income will soar.

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