

VIRTUAL SALES CALLS WITH IMPACT

How do you come across in a professional face-to-face video conversation? How do you handle an online consultation with your client? These 8 tips will help you expand your communication and presentation skills. Learn how you can conveniently communicate your message online just as well as at a face-to-face conversation!



1

TECHNICAL PREPARATION

Make sure your meeting is created well in advance and that you share the meeting link with your conversation partner in good time. Would you like to use certain tools? Show your presentation or share a website? You should test this with your colleague beforehand so as to avoid unpleasant situations.



2

YOUR CONVERSATION PARTNER

Who is your online conversation partner? Make sure to get to know this person well and consider in advance which (personal) questions you can ask. Show an interest in your conversation partner before you start your actual topic. Was it his birthday, has he been on holidays? Ask questions. This removes any tensions and facilitates communications and the interaction.



3

CLOSE ALL APPS

Close all other programmes on your computer during the meeting. Also make sure that notifications are turned off (e.g. from e-mail or LinkedIn). If you share your screen or presentation, you do not want your conversation partner to accidentally see the order confirmation for those new shoes.



4

ACTION LIST

What do you want to achieve through the online conversation? What do you know and what do you want to know? Draw up an action list and discuss it at the start of your meeting. That way you both know what the conversation will be about and afterwards you can see if all topics have been discussed.



5

WEBCAM

Always turn on your webcam: it works better if you can see each other! You will want to see the posture and facial expression of your conversation partner. That way you can guide your conversation to a certain direction. Dial up from a quiet environment without distractions and disruptions. Make sure your background is organised and neutral. Alternatively, you can blur it.



6

CLOTHING

Dress as if you were physically present at the conversation. This will make you feel more confident and allow you to stand and move around without any worries during your conversation. Do not wear checks and stripes, this makes the view unsettling and distracting.



7

LISTENING

Smile and nod when you are not speaking! Make sure your conversation partner knows that you are listening. Look into the camera lens, even when you are the one who is talking. This ensures eye contact and good communications.



8

FINALISATION

Conclude with a feedback round. Ask your conversation partner what he/she thought about the conversation. The comments you receive at this point are valuable. Don't be afraid to ask for a compliment as well! And give one in return of course. Do be aware that a positive thought resonates longer in our brain, giving you a higher rating.



LEARN MORE?

These tips are intended to help you on your way. Would you like to improve even further? Sign up for the training 'Virtual sales calls with impact' ([click here](#)) and become a real pro!

