



YOU'RE ON MUTE! SELLING IN VIRTUAL REALITY

PREPARATION

DELIVERY

FOLLOW THROUGH

We live much of our business lives in virtual reality now. Let's get great at it. The purpose of this tool is to help you show up, stand out and break through in every room you're in, even if that room is a tiny box on a screen. Use this checklist to run the best virtual meeting of everyone's week.

Now take 30% out!

Welcome & connect

Smile

Tell stories

Thank you note

You're On Mute!

1. Welcome
Goals & Look-back

2. Preparation
Monitor & Details

3. Delivery
Energy & Education

4. Follow Through
Custom & Clear

5. Closing

What does success look like?

Memorize your powerful open

Eye contact

Dress up

Use metaphors

Above & beyond

Really know audience, culture, fit

Practice

Charge up your audience by filling this little screen with energy!

Describe analogies

Send recap

Design agenda and flow

Lighting & background

Show, don't tell

Update CRM

Prepare 3 clear points

More checklists!

Stand up

Use signposts

Close strongly

Capture lessons learned

Prepare slides, art, hip-pocket frameworks

Join early

Monitor resting face

Body language, hand gesture

Ask for feedback

GREEN ROOM CHECKLIST

Day prior

- ☐ Send Welcome video to all participants
- ☐ Send presentation slides and PDF (page #s on slides/notes)
- ☐ Encourage participants to print all needed documents
- ☐ Reconfirm timing and link
- ☐ Set up polls & breakout

Day of

- ☐ Test sound, mics, bandwidth
- ☐ Adjust camera angles & background
- ☐ Test slides forward and backward
- ☐ Add a no-host if needed
- ☐ Open Chat/Q&A windows
- ☐ Once started, press record
- ☐ At closing, press stop recording

Day after

- ☐ Send thank you video to all participants

Backup Plan

- ☐ Dress up
- ☐ Background set
- ☐ Lighting
- ☐ Standing, not sitting
- ☐ Look AT the camera
- ☐ Smile as you welcome early arrivals
- ☐ Resting face when not speaking
- ☐ Don't rest arms on desk so much that you wiggle it
- ☐ Smile when clicking "leave meeting"

Mute

Stop Video

Security

Participants

Chat

Share Screen

Record

Reactions

Apps

Leave No One Uninspired