

Virtual Selling Best Practices

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Nova Scotia Business Inc.

NOVA SCOTIA
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Who we are:

- Nova Scotia's business development agency
- Support companies of all sizes and sectors across the province
- Work with business to be more successful exporters
- Provide programs, services, advice and global opportunities



Who we work with:

Nova Scotia businesses who are:

- interested in export out of province
- ready to enter new markets
- experienced exporters ready to scale

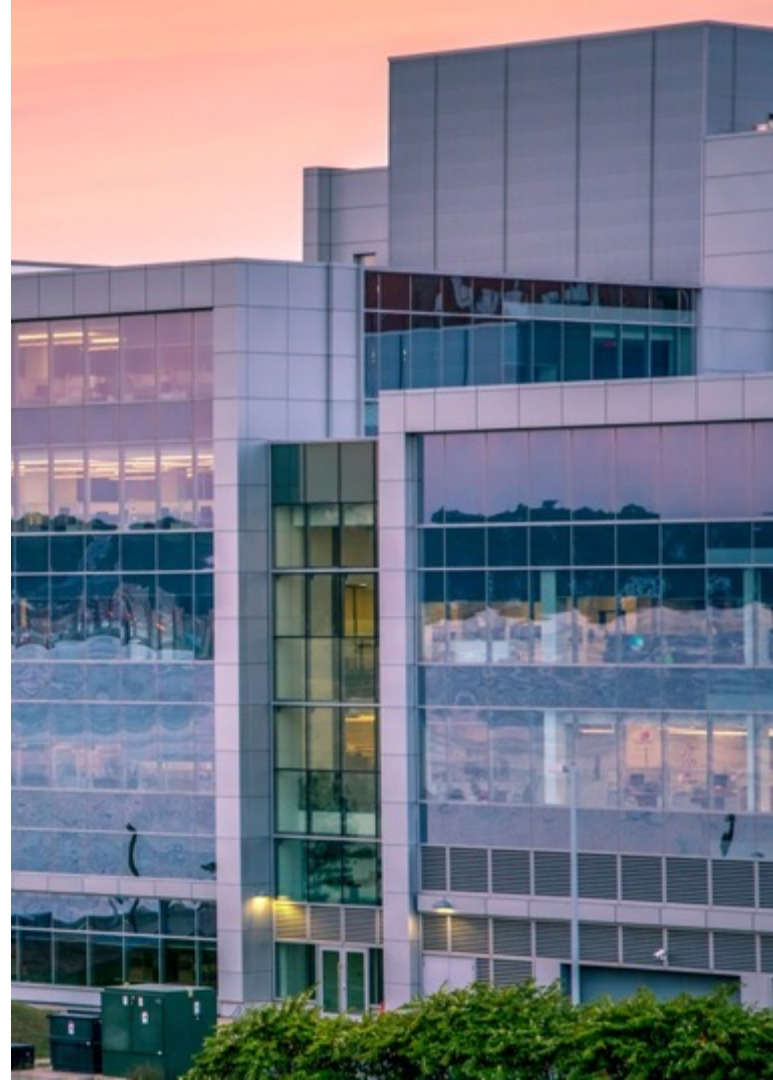
Our partners:

- All levels of government
- Innovation hubs
- Post-secondary institutions



Virtual Selling Best Practices

How to perfect your virtual pitch



Know your audience.

- Research who you will be talking to.
- If attending a virtual mission or conference, have a list of who you want to speak to before the event.
- If possible, set up meetings ahead of time.



Have an agenda.

- Create and share an agenda with those who will join you on the call. Review the agenda at the top of the call to keep everyone aligned.
- Send any collateral information that will be presented via email prior to the call to minimize screensharing issues.

Check your tech.

- Is your WiFi working?
- Is your audio working?
- Is your video working? What's behind you in your video frame?
- Mute your phone and computer notifications.



Have a backup plan.

- Plan for tech issues and let your potential client know what to do in an unexpected situation.
- Mention that if the call gets dropped, you will be the one to call back or send a new video conference link.

Confirm settings for screen sharing.

- Make sure you outline in advance with your team who is sharing what and when. If you're running the meeting, sign in early to prepare.
- Clear your screen. Have only the content you need to share open.
- If sharing content via browser, have only your relevant tabs open. Hide your bookmarks bar.
- If sharing a presentation, hide your speaker notes.
- Mute all message alerts, including email, Slack and Teams.

Practice.

- Run through your pitch with your team as many times as it takes to feel comfortable and confident in a virtual format.
- Invite teammates to role play customers; ask them to prepare questions so you can practice responding.



Be prepared, be present, be yourself.

- Make eye contact – it may feel uncomfortable, but it looks natural.
- Put your phone away so you're focused on the current conversation.



Say hello.

- Take some time at the beginning of the call to greet everyone individually.
- Make people feel welcome. It's even more important in a virtual setting to give the meeting a personal air.



Be engaging.

- Address each of those to whom you're presenting.
- Ask them questions: "Are you with me?" "Did you have a similar experience?"
- Make them feel included in the selling experience.

Virtual Selling

A woman with dark hair, wearing a white turtleneck and white striped pants, is sitting on a green fabric sofa. She is holding a laptop and looking at the screen. A young girl with dark hair, wearing a pink long-sleeved shirt and brown overalls, is standing on the sofa behind her, smiling and gesturing with her hands. The sofa is against a white wall. Above the sofa is a wooden shelf with metal brackets. To the left of the sofa is a potted plant with green leaves. To the right is a potted plant with brown and green leaves in a white pot on a wooden stand. The floor is made of dark wood.

Don't worry about your child or pet coming into the frame.

Don't be afraid to be unsure.

- It's OK to say you don't know.
- Use the old, "That's a great question, I will check in with our team and circle back to you with an answer."
- Note any questions you need to take away and make sure to follow up with your findings.

Summarize.

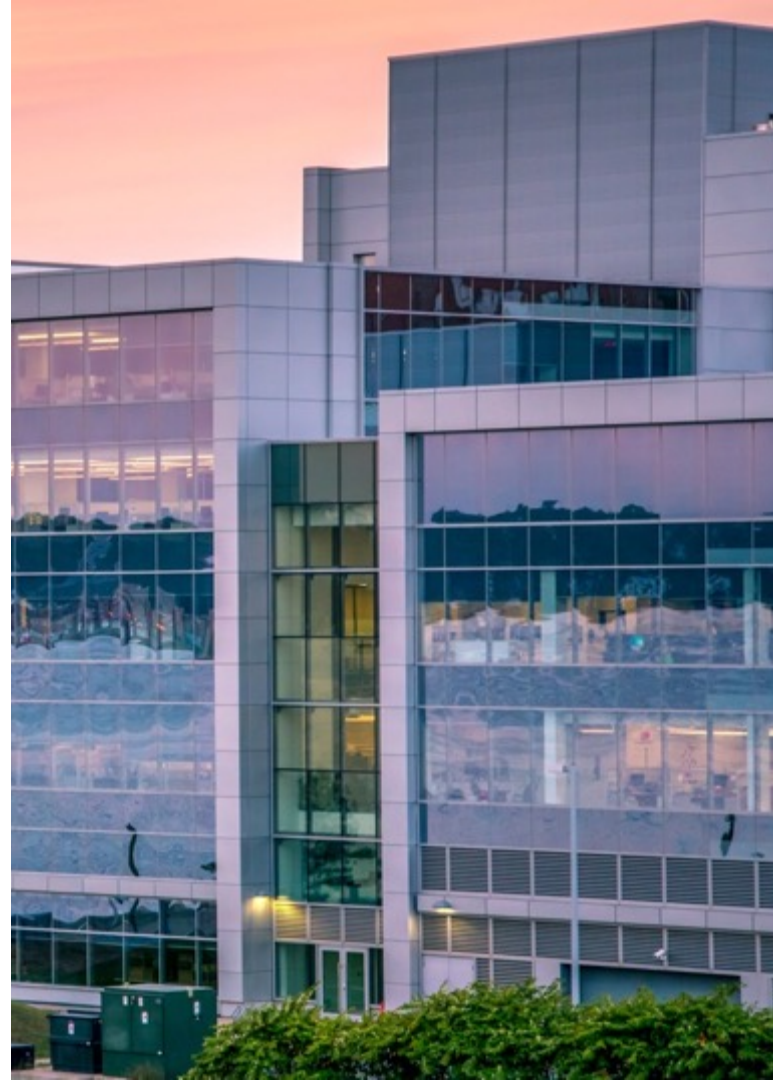
- Close the presentation with a summary of your most important points.
- Identify next steps: when will you follow up? What information will you be sharing? Follow through on your action points.

Learn.

- Consider each virtual selling experience a learning opportunity.
- Use feedback and data to optimize your strategy.

Virtual Selling Tools

Making the most of new platforms



Virtual Selling Tools

- There are plenty of different tools and platforms to facilitate virtual selling.
- Take the time to familiarize yourself with the tool(s) you are using so that you feel comfortable.
- Optimize your company's presence per tool. You only have one chance to make a first impression.
- **Link: Example of a Virtual Trade Show tool: Virtual Trade Show Booth and Sales Portal from Burke & Burke**

Q&A



Thank You.

