

# MASTERING VIRTUAL SELLING

## Frontstage Countdown Checklist

### A DAY OR TWO BEFORE

- Send LinkedIn invites to attendees.
- Order food/drinks (if applicable).
- Make sure videos you may want to play are downloaded on your computer.
- Text the main contact buyer for a last-minute check, or even get on the phone for a few minutes to align if needed.

### DURING THE MEETING

- Ask for permission to automate note-taking for everyone (i.e., record the call).
- Observe participants' backgrounds and find commonality or things to relate to.
- Manage energy by keeping it authentic, light, and interactive. Get others to talk. Use discovery questions and call on people with questions.
- Offload content if it will be too long to discuss, and keep a clear follow-up list to be processed afterward in backstage selling.
- Constantly be checking for background noise (yours especially), muting status, your own body language, and where your eyes are focusing.
- Constantly time-check the agenda.
- Constantly check how much time you are talking and who else needs to be talking more.

### 5-10 MINUTES BEFORE

- Close distracting apps on your desktop and turn off notifications.
- Preopen content/files or have links to them. (Make sure they don't time out.)
- List names of attendees.
- Ensure you have the agenda for the meeting ready and check time allotment to make sure you can cover all the topics.
- Pick a brand-oriented welcome background (or your own alternative background).
- Check your camera angle, microphone, and speaker (or your headset).
- Check your attire and how you look.
- Write down, print out, or have readily available on your other device (e.g., smartphone) the conference call-in number and key reference documents needed in the meeting—in case you need to revert to plan B and you need to dial in instead.
- When ready, get on the virtual meeting platform early and post the agenda bullets in the chat area.