



Best Practices for Digital Meetings

consensus 

+

Mastering Technical Sales®
with John Care

What To Do



Attitude

- Your intent matters more than your ability or knowledge
- Always expect an answer when you ask a question
- You inject the energy

Eyes

- 75% + eye contact is good
- Varies by culture
- Move their picture closer to your camera lens
- Your lens = their eyes

Attire

- Collars are better than t-shirts
- Limit accessories
- Pure black or white is not good
- No heavy stripes or dots

Interaction

- Interact early and often
- Be direct - never ask *"Any questions?"*
- Start with easy questions
- Summarize and recap often

Vocals

- Warm up voice (hum a tune)
- Vary pace $\pm 10\%$
- Be clear
- Smiling + Speaking = Smeaking

Posture

- Feet planted flat on floor
- Lean forward slightly (10°)
- Pillow/ball behind back
- Keep spine and neck aligned

Movement

- Use hands in frame
- Less is more (less motion focuses attention)
- Slow it down - no hand waving
- Use fingers for counting or segmenting an answer

What They See



Spacing

- Four inches / ten centimeters above your head
- Equal spacing on right and left
- Cut-off at neck or high chest
- Imagine an eight inch (20cm) wall in front of you. Don't break it!

Virtual Backgrounds

- Move slower so the background can keep up
- Don't have a backlight
- Provide contrast between yourself and the background
- Wear solid colors

Camera Angle

- Slightly above, angled down
- Never below your chin
- If the camera doesn't see it, it doesn't happen

Real Backgrounds

- Make them professional
- No clutter
- Nothing controversial
- Preferred over virtual backgrounds

What to Use



Lighting

- Use soft LED bulbs
- Ring lighting is great
- Your monitor is a light source

Microphone / Sound

- Cardioid/polar microphones are preferred
- Keep microphone four fingers distant from mouth
- Use pop filter if needed

Camera / Video

- Invest your money here
- Know all the parts of your video software
- Hide view of your own video
- Go full-screen for Q&A

Attributions

These tips, techniques and tactics are collected from:

- **Mastering Technical Sales Materials:**
John Care, Jonathan Whiteman, Art Fromm, Brian Conway, Chris Daly
- **Up2Speed:**
Jim Wagstaff, Martin Gregory
- Julie Hansen
- Larry Becker
- Erica Dhawan
- Hundreds of *Mastering Technical Sales* students