



COVID-19
RECOVERY

In partnership with **The Sales Practice Ireland**

Welcome

Michael McIntyre
The Sales Practice Ireland

COVID-19 Webinar

Planning and Delivering Effective Online Meetings

30 July 2020

Agenda

- Why it's more acceptable to have online meetings
- Online meeting equipment and software
- Designing and delivering an online meeting
- Online meeting etiquette: Do's and Don'ts
- How online meetings can improve the efficiency of your Selling
- Case Study: Home Office Pods (HOPs)
- Summary

Why it's more acceptable to have Online Meetings

- **Necessity** – Lockdown has forced people and organisations to use remote/online meetings more extensively, every day, at work & home
- **Sustained Behaviour Shift** – we have been meeting online for over 100 days: it has become “*normal behaviour*”
- **Technology Adoption** – people have increased the use of online meeting and sales enablement kit and are engaging with the equipment
- **The New Normal** – it has become acceptable to have remote meetings and to use virtual sales enablement tools as standard

Key Success Factors for Better Online Meetings

- **People** – staff, customer and supplier adoption and, skilling up for online meetings
- **Process** – adopting online / remote as a standard way of doing business
- **Technology** – Tech tools & packages to help your online meetings
- **Skills** – coaching online meeting and remote selling skills to staff
- **The New Normal Culture** – rejecting the slide back to the old ways

Online Meeting Equipment and Software

Online Meeting Equipment and Software

Broadband
Connectivity

PC / Laptop
Capacity

Dedicated
Online Meetings
Space/Location

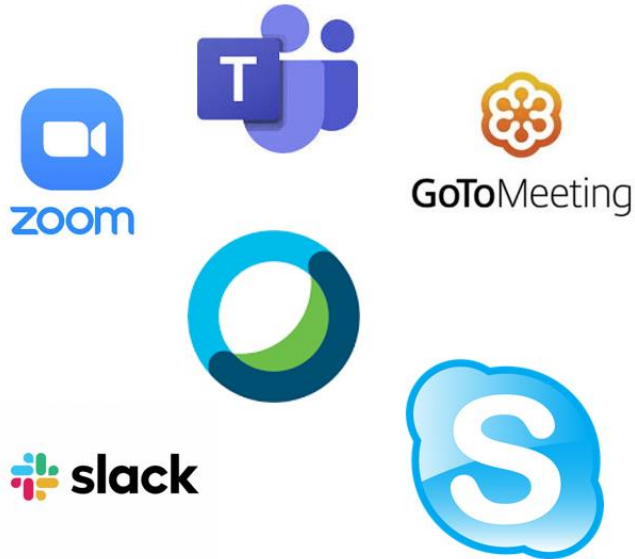
Audio:
Microphones
Headset, Earpiece

Camera

Tech Tools &
Software

- Start by listing what you need
- Prioritise – audio first
- Search and review online
- Be realistic about rolling out
- One technology at a time
- Let staff play with the kit
- Make it fun, not a chore

Online Meeting Equipment and Software



- Start with what you need it to do
- Check-out the product: online review
- “Try It For Free” options common
- Assess, download and adopt
- Repeat for broadband, audio, camera, mixing, PC/laptop
- Outcome – tailored online meetings facilities
- But be realistic: parallel tracks
- Don’t forget about a team coaching programme

Online Meeting Equipment and Software

Sample of sources for online meeting facilities, set-up & best practice tips

Best Video Conferencing Equipment for remote work	https://www.jotform.com/blog/best-video-conferencing-equipment/
12 Tech Tools for Virtual Meetings	https://www.smartmeetings.com/tips-tools/technology/85250/12-tech-tools-for-virtual-meetings
Online Meeting Software	https://www.techfunnel.com/information-technology/11-best-virtual-meeting-platforms-for-business/
Forum for supporting remote teams & promoting adoption	https://www.collaborationsuperpowers.com/superkit/
Online/Virtual Meeting Tips, Tools, Sources, & Coaching	https://www.thecouchmanager.com/the-ultimate-list-of-virtual-team-technology-tools/

An online search will reveal a lot more for you to dive into and research

Designing and Delivering an Online Meeting

Designing and Delivering an Online Meeting

Description
Before – Technology, Meeting Title, Objectives, Attendees, Agreed Timings, Briefing papers in advance
Guidelines: All above +, Focus of the Meeting, Chair, Notetaker, Minutes/Tasks
Agenda: The core fixed session topics, Insist on AOB 48 hours in advance, Offside Rule
Submitting: agree information to be circulated and actioned in advance to improve meeting outcome
Counting Down: the clock on screen to monitor time remaining and minimise deviation

Designing and Delivering an Online Meeting

Description
Minutes / Tasks: review progress with previous tasks & circulate the agreed tasks within 12 hours
Nudging: between meetings enquire about progress: e.g. <i>“need a hand with your tasks / reports?”</i>
Forming Habits: The meeting WILL take place as scheduled regardless of attendees
Refine: Adjust the online meeting through time to continuously improve

Online Meeting Etiquette: Do's & Don'ts

Online Meeting Etiquette: Do's & Don'ts

Description
Form Online Meeting Team – Facilitator / Notetaker / Technical / Timekeeper / Online Yoda!
Collaborate - Sit down and agree Our Rules of Engagement for Online Meetings with your team
Coaching: Schedule an interactive Online Meeting Coaching Session highlighting: Rules / Do's & Don'ts
Little & Often: keep meetings short, focused and task-driven
Arrive 10 minutes early – sort out connections & any technical problems
Do allow for check-in conversation / watercooler talk for a few minutes before you call the meeting to order
Do Introduce the Meeting / Session Participants, if possible / Agenda & Rules (e.g. Muting & Distractions).

Online Meeting Etiquette: Do's & Don'ts

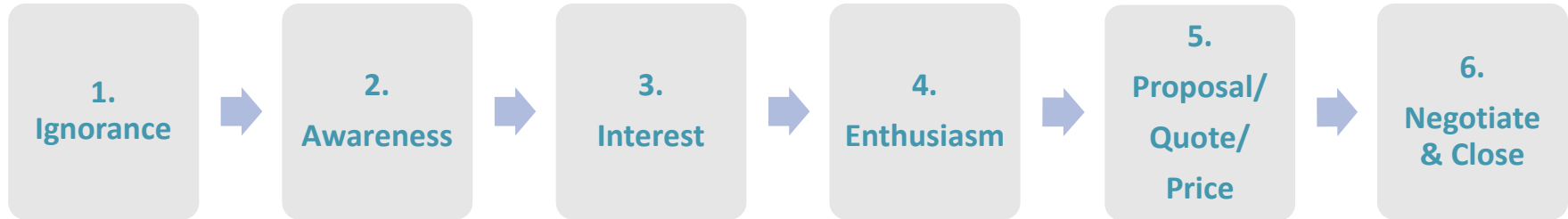
Description
Come prepared – don't read your Task Notes as you sit down – let the chair know of absences in advance
Don't interrupt colleagues while speaking / you may not be heard anyway! (e.g. Hand-raising)
Don't work on other tasks – people will see you're not concentrating! (e.g. checking your phone/emails)
Do put your mobile phone on silent throughout the meeting. Your messages can normally wait 1 hour
Don't allow other colleagues to interrupt the meeting – notify them in advance, "Meeting in Progress"
Do stick to the allocated time and summarise with Tasks / Agreed action & Circulate a minute
Don't call out negative behaviour at the session – take it offside and use it as a Learning Point.

How Online Meetings can improve efficiency of your Selling

How Online Meetings can improve efficiency of your Selling

Online meetings have been shown to be particularly effective for engagement in Business Development and Account Management

The Six Stages of Selling



How Online Meetings can improve efficiency of your Selling

Prospecting & Lead Qualifying Case Study

- There is a cultural shift to more acceptance of online meeting as a way of engaging with prospects to screen the sales lead
- After initial tele-screening, the all-important first meeting can take place remotely to qualify the lead, to raise awareness of what you do that's different (i.e. your Value Proposition) and assess the next steps

Case Study: Home Office Pods (HOPs)

Case Study: Home Office Pods (HOPs)



- Significant amount of Interest
- Challenge is separating “*interest vs intention to buy*” and site suitability
- Developed a lead qualification survey for remote meetings
- Request prospect information to be emailed before sending a Quote
- Follow-up with a further online sales meeting
- Send a quote and schedule a site meeting to sign-off a contract.

Case Study: Home Office Pods (HOPs)

HOP's Enquiry Form V2.0	
Question	Details
Background & Product	
1. Thanks for asking about HOP – how can we help?	
2. Tell us what you are looking for?	
3. How much space do you think you'll need?	
4. How will you use the space? a. Work b. Family c. Guests / Extra Room d. Layout	
Product	
5. What size of office are you looking for?	
6. How many people will use the HOP?	
7. How is your Wi-Fi connection at home?	
8. Would you like plain or tinted glass?	
Space	
9. Where will the HOP be sited?	
10. How will you access the HOP?	
11. What's access like for us to install the HOP?	
12. Any restrictions on access to the site for the HOP?	
13. How close is your nearest neighbour / boundary?	
14. What will be moved to make way for the HOP?	
15. Describe the ground the HOP will stand on ?	
16. Is the site flat or sloping in any way?	
Timing	
17. How long do you hope this will take?	
18. When would you like to be in your new HOP?	
Additional Information	
Could you send us some photos showing: <input checked="" type="checkbox"/> Access to the site of the HOP <input checked="" type="checkbox"/> The area where you'd like the HOP to be placed <input checked="" type="checkbox"/> Your boundary / neighbour's fence <input checked="" type="checkbox"/> Any overhanging trees / bushes / hedges	
Measurements	
Measure the available space in cm / M	
Measure the Height available in cm / M	
Contact Details: (Consent to Contact given x email)	
Name	
Address (inc Postcode)	
Email	
Mobile / Landline No.	
Additional Notes / Internal Details	

- Very effective lead screener
- Strong indicator of interest
- Remote sales meetings held
- Positive customer engagement
- Improved quote accuracy
- Additional sales material shown
- Online catalogue and testimonials to follow
- Online pitch & presentation format in development

Summary

Summary

Online Pitch & Review Meeting Tools

FREE: Sales Leaders' All-Inclusive Guide to Sales Enablement in 2020

Discover:

- What sales enablement is (and why it's important)
- Our sales enablement technology
- Boost sales quota by up to 43% & revenue by up to 66%
- How to build your business case

Our platform is trusted by over 125,000 sales & marketing professionals

Logos: Johnson & Johnson, PEPSICO, Goldman Sachs, Disney, etc.

REMOTE SELLING IS REQUIRED SURVIVAL KIT

Remote Selling Survival Kit

Now that you can't meet in person, remote selling is required if you hope to hit your quota.

But many sales reps have quickly found that setting on screen brings some unexpected challenges.

- Your presence is reduced to a thumbnail image on a computer.
- You're competing for attention with a highly distracting screen environment.
- Your sales deck becomes the focus—it's no longer the backdrop for an in person conversation.
- Bad news, research shows that your audience will only remember 20% of what you show them after 48 hours.

In remote selling conversations, your presentation needs to carry the day. Your sales deck needs to engage your audience, hold their attention, and deliver a highly memorable message that inspires decisive action.

In this toolkit, you'll get four science-backed resources to help you master remote selling conversations.

Form fields: FIRST NAME, LAST NAME, WORK EMAIL, COMPANY NAME, PHONE NUMBER, JOB TITLE, ANNUAL REVENUE, COUNTRY, GET THE TOOLKIT

- The landscape has changed in the last four months significantly
- Use existing Sales Collateral
- Refine for online meetings
- Engage a DM designer to help
- Buy a piece of Online Sales Enablement software
- The timing is right for increasing your online business development and account management activity

Summary

- Since March 2020 - there has been a tectonic cultural shift in the use of online meetings
- There has been a sustained change in people's behaviour regarding the use of online meetings and acceptance as a mainstream activity
- Online Meetings and Online Selling are part of The New Normal
- Doing it well looks easy, it isn't. But it is worthwhile.

Thank you

Questions

Useful Links

www.investni.com/events

www.investni.com/newsletter

www.nibusinessinfo.co.uk