



Selling in a Virtual World

C R A I G W O R T M A N N

A U G U S T 2 0 2 0

Plan for our time together

1. Welcome Objectives & Outcomes

3. Delivery
Energy & Education

5. Closing
Questions & Answers

2. Preparation
Mindset & Details

4. Follow Through
Custom & Clear



Objectives & Outcomes

1. Be better prepared
2. Understand 3 step process
3. Have some fun!



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You...but virtual!

PRE-FLIGHT CHECKLIST

Day prior

- Send Welcome Video to all participants
- Send presentation slides and PDF (page #s on slides/visuals)
- Set up your co-host with the pre-prepared polls
- Encourage participants to print all needed documents
- Reconfirm timing and Zoom link
- Set up Facilitator as "host" in Zoom

Day of

- Test: sound, mics, bandwidth
- Adjust camera angles & background
- Update "preferences" to show pointer when using mouse trackpad
- Test: slides forward and backward
- Add co-host
- Open Chat window (and Q & A, if using Webinar)
- Once started, press record
- At closing, press stop recording

Day After

- Send Thank You Video to all participants

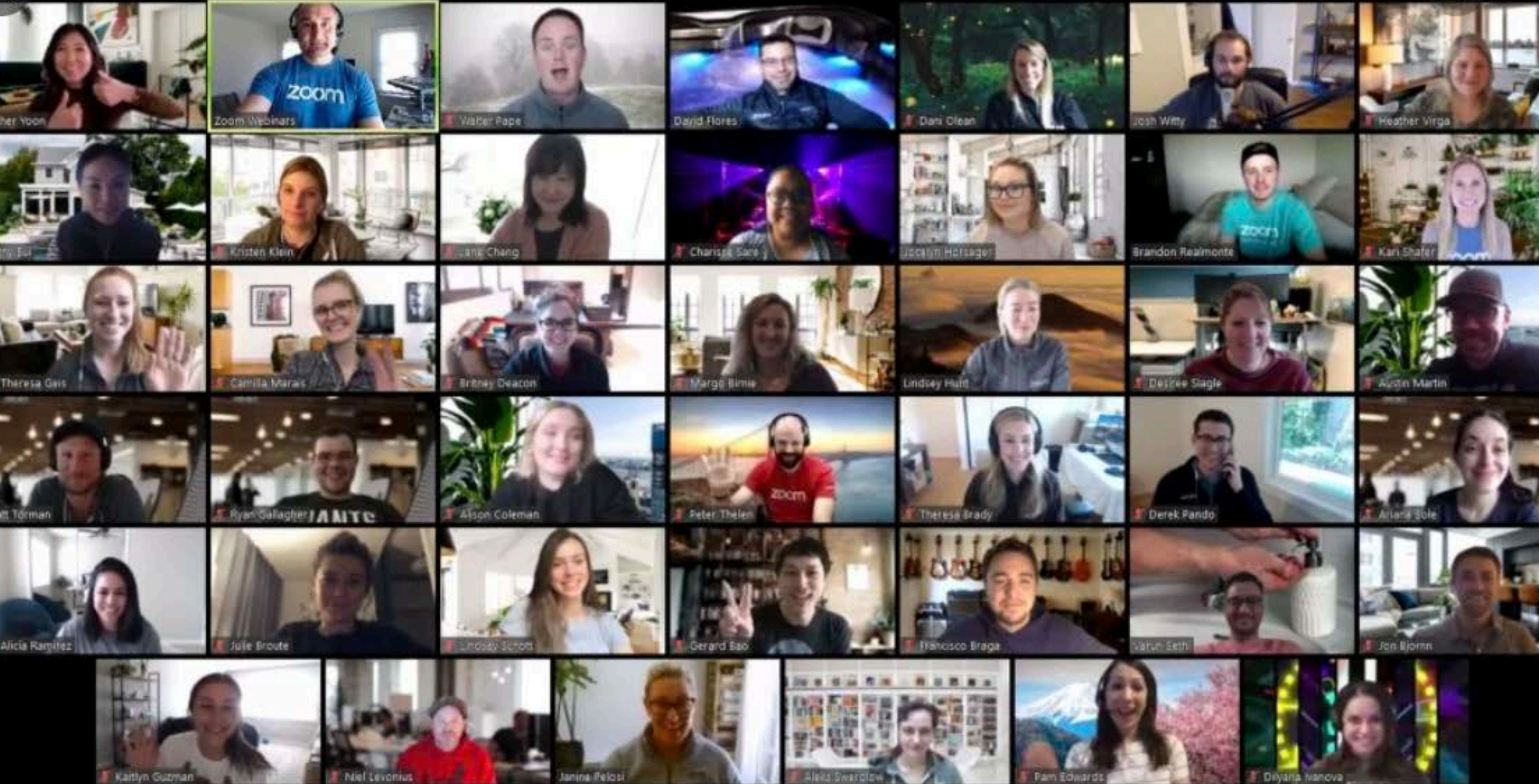
Backup Plan

- Send participants a copy of presentation as a backup
- Plan B conference number and PIN?

GREEN ROOM

Day of

- Dress up
- Background set (place a piece of white paper or a white tablecloth on the table you are sitting at but make sure it can't be seen in the frame. It will give you a bit of fill and bounce)
- Standing Lighting: take a tall lamp and set it next to the computer on the side of your face you feel is best. The lamp should be in line with and slightly behind the computer so the light falls nicely on your face
- Standing, not sitting
- Look AT the camera
- Resting face when not speaking
- Smile when clicking "leave meeting" (twice in Zoom)







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“It doesn’t matter if your intent is honorable if your impact is not.”

- Linda Hill



S H O W

D O N ' T T E L L

A man and a woman are shaking hands in a modern meeting room. The man, on the left, is wearing a blue shirt, glasses, and has a friendly expression. The woman, on the right, is wearing a white blouse and blue jeans. They are standing around a round white table with papers and coffee cups. The room has large windows in the background showing greenery outside. The overall atmosphere is bright and professional.

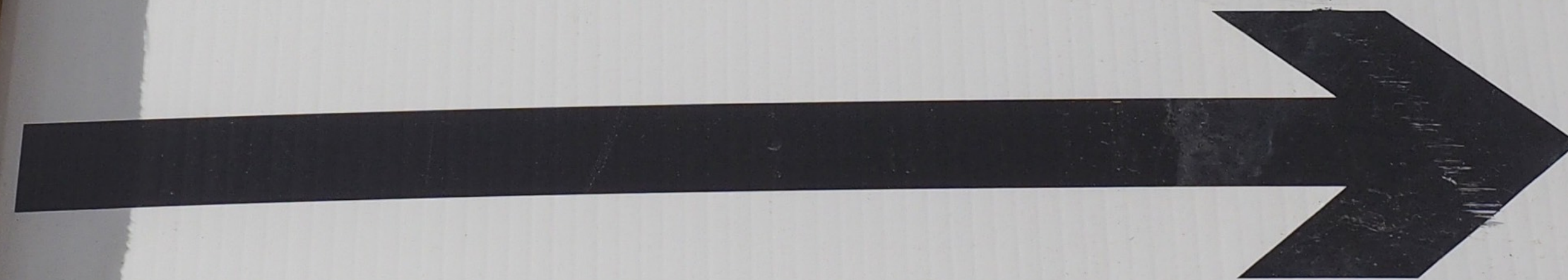
What do you bring to a meeting?

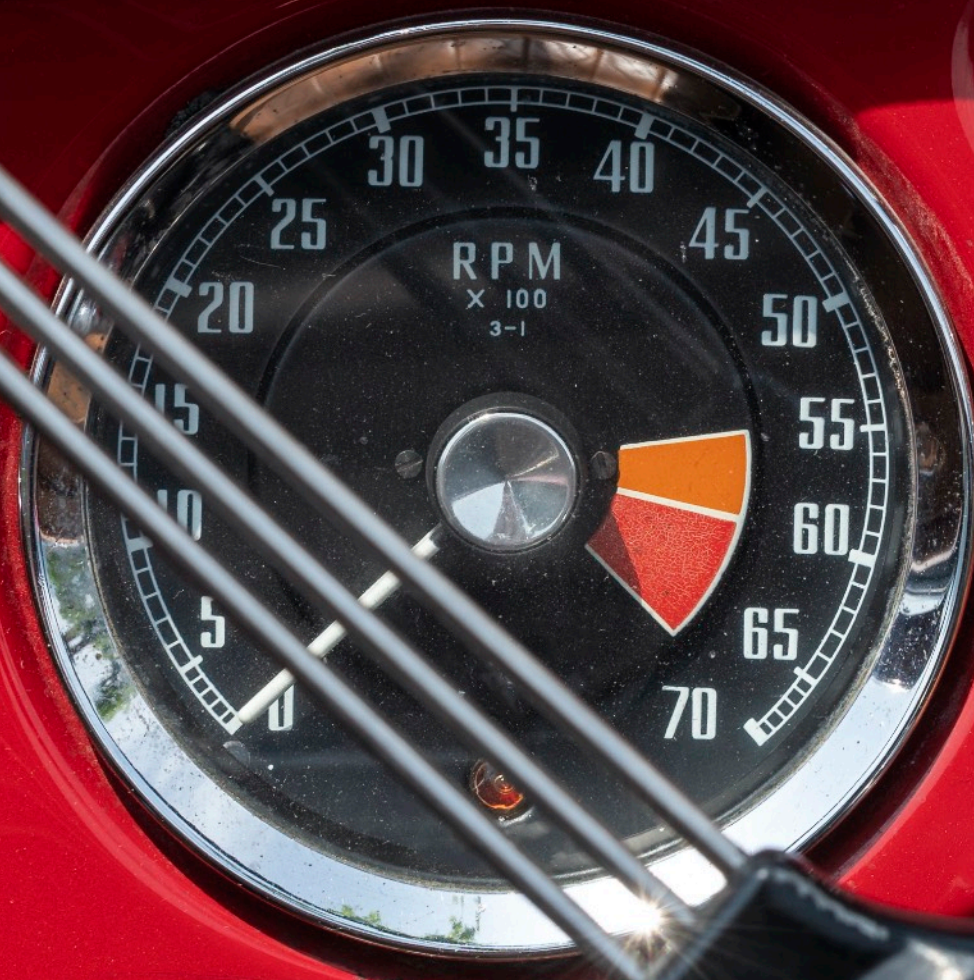


The 3 Clear Points - Stories

1. Context + Emotion
2. Two to 50X more powerful
3. You must have stories at-the-ready

**POLLING
STATION**





PUSH & TURN

TEMPERATURE M







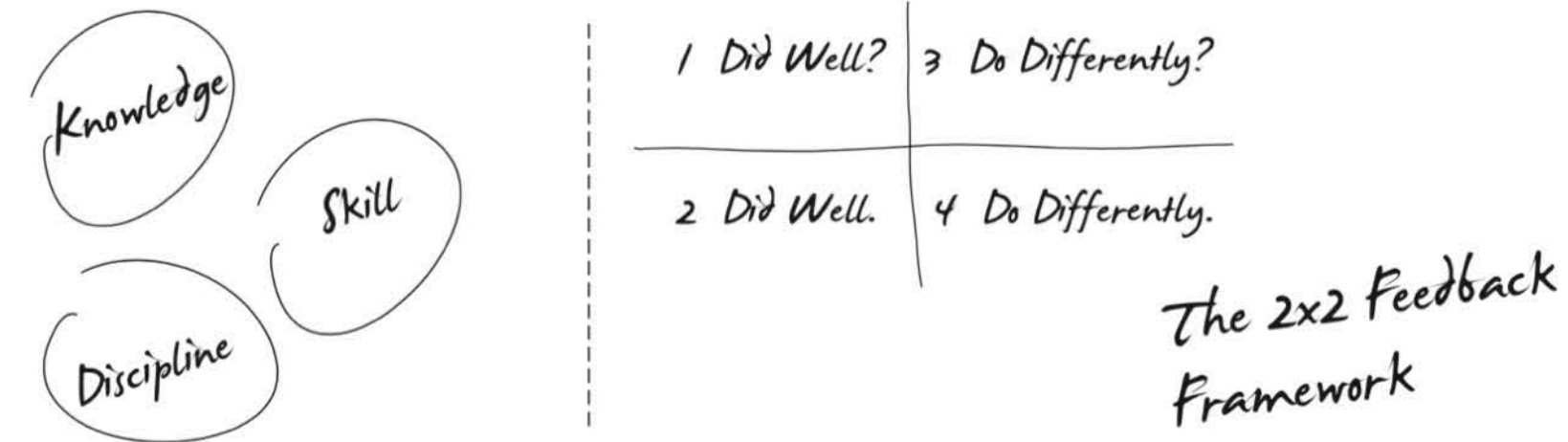
VISUAL IMPACT

Show. Don't tell.

You've heard this phrase, but what does it mean? In the context of a meeting or presentation, it means having powerful, well-designed visuals that help power your narrative arc. The purpose of this Sales Tool is to suggest three different ways to bring visual impact to your meetings and presentations.

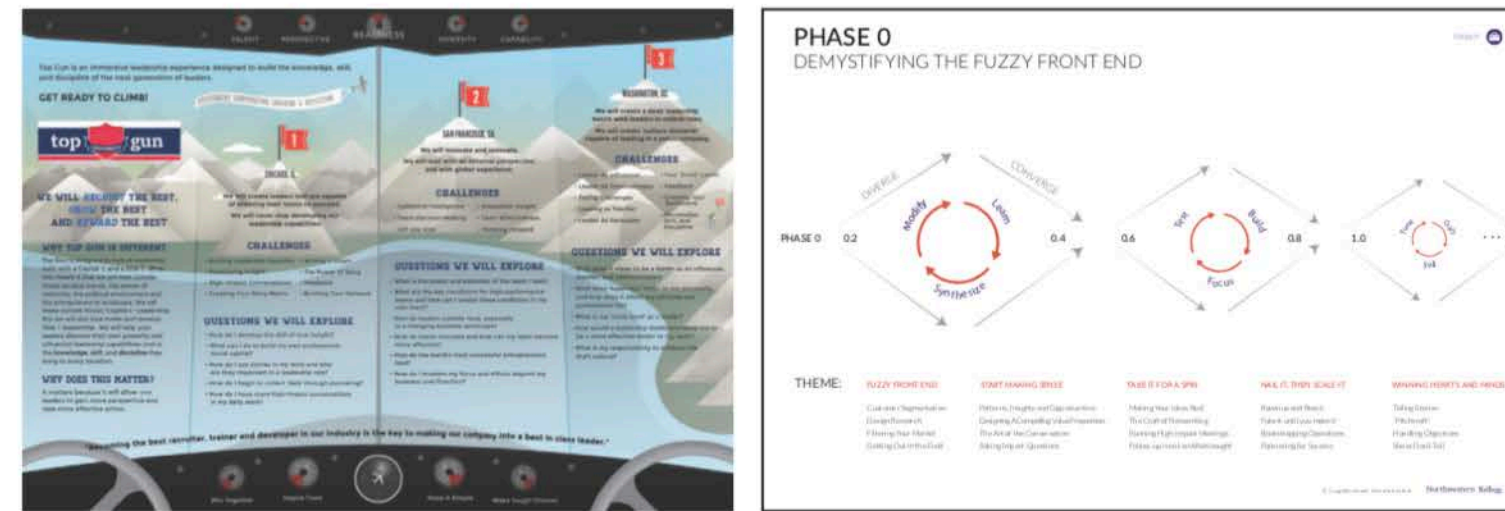
Hip pocket frameworks

Hip pocket frameworks are simply drawings that you "carry around" with you at all times, such that you can pull them out of your hip pocket and use a whiteboard, a flip chart or even a piece of paper to draw them out for your audience. These in-the-moment, at-the-ready frameworks pull your audience's attention toward you and keep you in full command of the room.



Art

Another way to achieve visual impact is through art. And while every meeting or presentation doesn't warrant art, high-stakes client interactions often do. Art can be a picture, a symbol, or even an object that's been entirely thought-through, designed and produced. Just like art hanging on a wall, these extra efforts make your presentation bespoke.



Slides

The most common way to add visual impact is through slides. But in order for slides to truly have impact, they must be designed, streamlined and not overstuffed. There should be very few slides, and each one should have a compelling picture or image that punches a point you are making, offers a metaphor, or drives your narrative arc. If a slide has words, it should have fewer than 10.



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Northwestern | Kellogg
AS SO MUCH FOR
TO THE DEBIT OF
WORKSHOPS. YOUR
TO MENTION EXPECTATIONS!
HELP & BOOST FOR ME.

Northwestern | Kellogg
JP -
THANKS SO MUCH FOR DIGGING IN
TO THE COACHING WORKSHOP THIS
PAST WEEK. IT WAS GREAT TO HAVE
YOU THERE, AND I HOPE IT HELPS
DRIVE HUGE RESULTS FOR YOU.
I KNOW WHAT YOU THINK OF
BEST, CRAIG

Northwestern | Kellogg
TIA -
HEY YOU, THANK YOU FOR YOUR
GREAT ENERGY & SUPPORT IN THE
COACHING WORKSHOPS. YOU ARE
GREAT TO SPEND TIME HELPING US
SO MUCH. MY BEST TO YOU!
BEST, CRAIG

Northwestern | Kellogg
DOUG - (AND ACA)
THANK YOU. YOU WERE A FANTASTIC
SPONSOR, LEADER, PARTICIPANT &
SUPPORT. YOUR INTRO WAS VERY
GENEROUS, AND THE
CASH THE
LETTING
EASY JUST
MUCH

Northwestern | Kellogg
BRAND -
THANKS SO MUCH FOR DIGGING
IN TO THE COACHING WORKSHOP THIS
PAST WEEK. IT WAS GREAT TO HAVE
YOU THERE, AND I HOPE IT HELPS
DRIVE HUGE RESULTS FOR YOU.
BEST, CRAIG

Northwestern | Kellogg
ELLE -
HEY, DEAR LEADER. THANK YOU
FOR TRUSTING ME TO DO THIS
INCREDEBLY IMPORTANT WORK WITH
YOU. IT IS AN ABSOLUTE PLEASURE
TO WORK WITH YOU, AND I'M
VERY GRATEFUL.
BEST, CRAIG

Northwestern | Kellogg
HETAL -
THANKS SO MUCH FOR DIGGING
IN TO THE COACHING WORKSHOP
THIS PAST WEEK. IT WAS GREAT
TO HAVE YOU THERE, AND I WISH
YOU THE BEST AS YOU COACH YOUR
TEAM.
BEST, CRAIG

Northwestern | Kellogg
KATE -
THANKS SO MUCH FOR DIGGING
IN TO THE COACHING WORKSHOP THIS
PAST WEEK. IT WAS GREAT TO
HAVE YOU THERE, AND I HOPE IT
DRIVES HUGE RESULTS FOR YOU.
BEST, CRAIG

Northwestern | Kellogg
ASHLEY -
THANKS SO MUCH FOR DIGGING IN
TO THE COACHING WORKSHOP THIS
PAST WEEK. IT WAS GREAT TO HAVE
YOU THERE, AND I HOPE IT HELPS
TO DRIVE HUGE RESULTS FOR YOU.
BEST, CRAIG

Northwestern | Kellogg
JULIE -
THANK YOU FOR TRUSTING ME.
THIS IS INCREDIBLY IMPORTANT
WORK WE ARE DOING, AND I'M
SO THANKFUL TO BE A PART OF
IT. I LOVE WORKING WITH YOU.
BEST, CRAIG

Northwestern | Kellogg
MARCO -
HEY THERE, THANKS SO MUCH FOR
DIGGING INTO THE COACHING WORKSHOP
THIS PAST WEEK. IT WAS GREAT
TO HAVE YOU THERE, AND I HOPE
IT PROVIDES A HUGE
BOOST.
BEST, CRAIG

Northwestern | Kellogg
JULIE -
THANKS SO MUCH FOR DIGGING IN
TO THE COACHING WORKSHOP THIS
PAST WEEK. IT WAS GREAT TO
HAVE YOU THERE, AND I HOPE IT
DRIVES HUGE RESULTS FOR YOU.
BEST, CRAIG

Northwestern | Kellogg
MIKE -
THANKS SO MUCH FOR DIGGING IN
TO THE COACHING WORKSHOP THIS
PAST WEEK. IT WAS GREAT TO HAVE
YOU THERE, AND I HOPE IT HELPS
DRIVE HUGE RESULTS FOR YOU.
BEST, CRAIG

Northwestern | Kellogg
JEFF -
THANKS SO MUCH FOR DIGGING
IN TO THE COACHING WORKSHOP
THIS PAST WEEK. IT WAS GREAT TO
HAVE YOU THERE, AND I HOPE IT
DRIVES HUGE RESULTS FOR YOU.
BEST, CRAIG

Northwestern | Kellogg
TONY -
THANKS SO MUCH FOR DIGGING IN
TO THE COACHING WORKSHOP THIS
PAST WEEK. IT WAS GREAT TO HAVE
YOU THERE, AND I HOPE IT HELPS
DRIVE HUGE RESULTS FOR YOU.
BEST, CRAIG

Northwestern | Kellogg
ANDREW -
HEY PARTNER, THANK YOU
FOR INVESTING IN THIS RELATIONSHIP.
I'M SO DAMN GLAD THAT WE
MET. WE HAVE A LOT MORE
FUN AHEAD. BEST, CRAIG

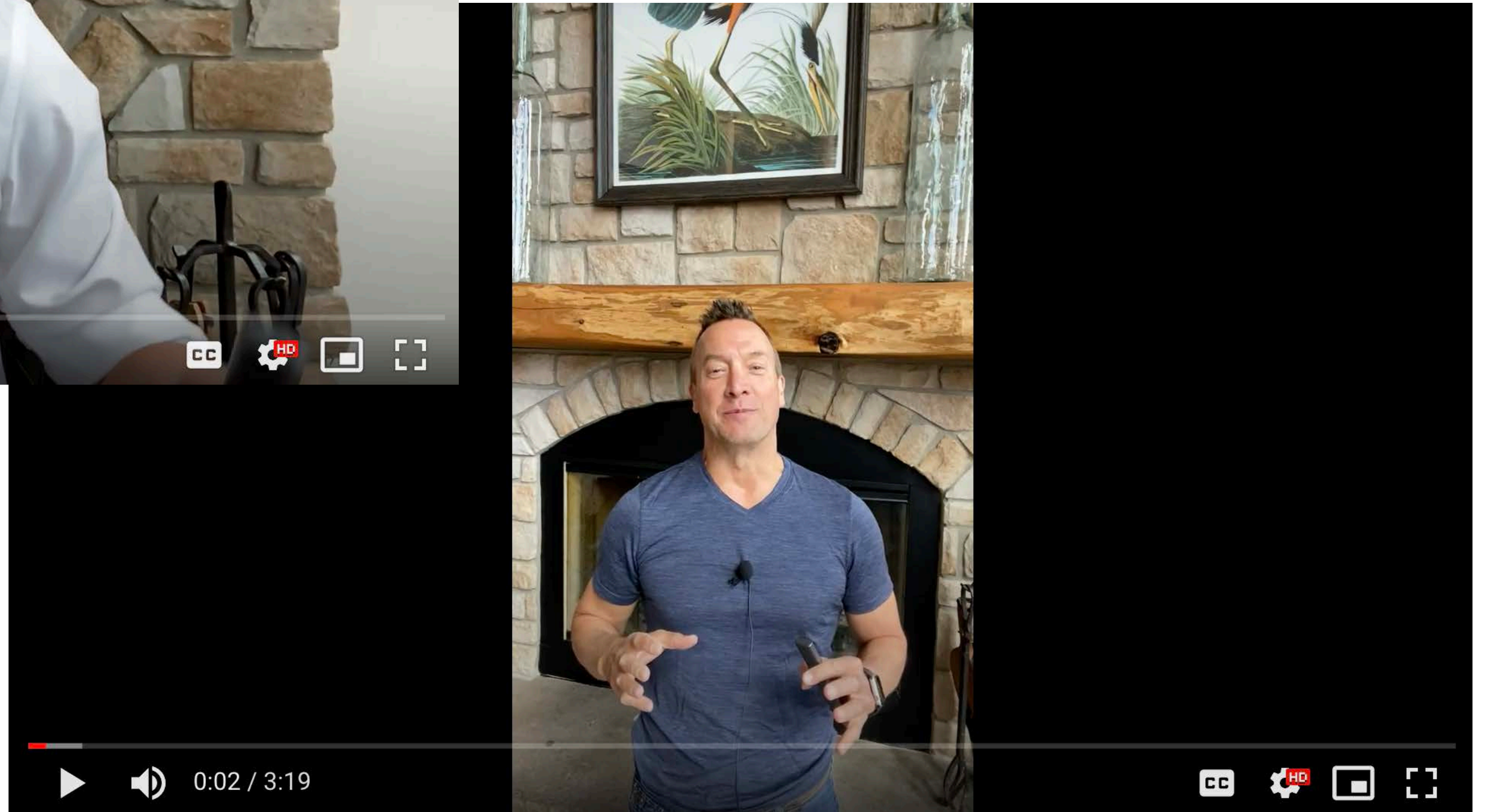
Northwestern | Kellogg
TAY -
THANKS SO MUCH FOR DIGGING IN
TO THE COACHING WORKSHOP THIS
PAST WEEK. IT WAS GREAT TO HAVE
YOU THERE, AND I HOPE IT HELPS
DRIVE HUGE RESULTS FOR YOU.
BEST, CRAIG

Northwestern | Kellogg
DAVE -
THANKS SO MUCH FOR DIGGING IN
TO THE COACHING WORKSHOP THIS
PAST WEEK. IT WAS GREAT TO HAVE
YOU THERE, AND I HOPE IT HELPS
DRIVE HUGE RESULTS FOR YOU.
BEST, CRAIG

Northwestern | Kellogg
TOM -
JUST A QUICK NOTE TO SAY THANKS
FOR DIGGING IN TO THE COACHING
WORKSHOP THIS PAST WEEK (AND FOR
YOUR FANTASTIC EMAIL...). IT WAS
GREAT TO HAVE YOU THERE, AND I
HOPE IT HELPS DRIVE HUGE RESULTS
FOR YOU. BEST, CRAIG

Northwestern | Kellogg
DANIEL -
THANKS SO MUCH FOR DIGGING IN
TO THE COACHING WORKSHOP THIS
PAST WEEK. IT WAS GREAT TO
HAVE YOU THERE, AND I HOPE IT
HELPS DRIVE HUGE RESULTS FOR YOU.
MY BEST TO YOU (AND LONI!)
CRAIG

Northwestern | Kellogg
SCOTT -
HEY GUY, THANKS
IN TO THE COACHING
FOR ALL OF YOUR
GREAT TO HAVE YOU
THERE, AND I HOPE IT
HELPS YOU DRIVE HUGE
RESULTS.





Craig Wortmann

SETH!
YOU ARE OFF-AND-AWAY ON
A GREAT NEW JOURNEY!
YOU WILL NEED SOCKS...
BEST, C

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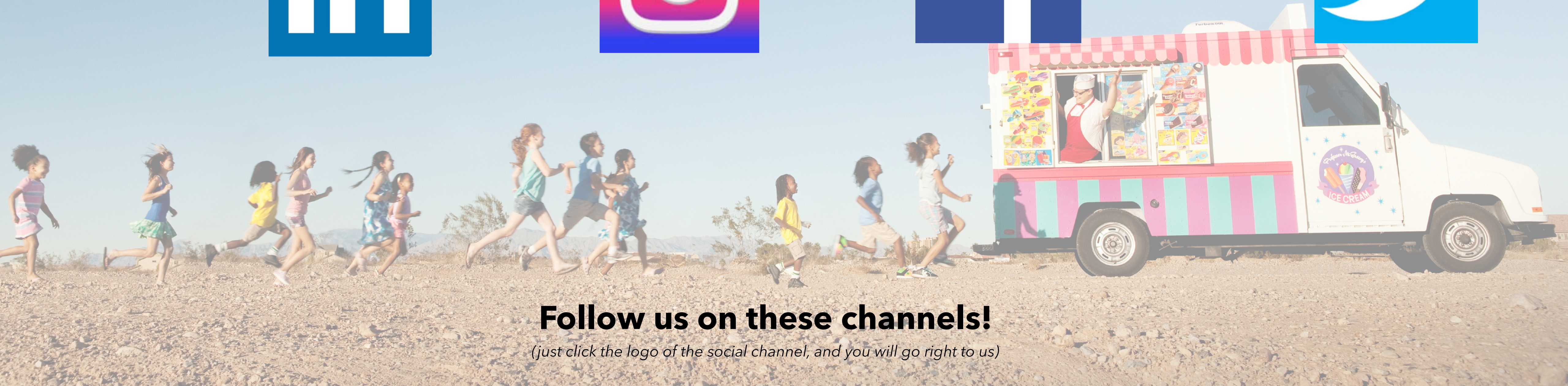
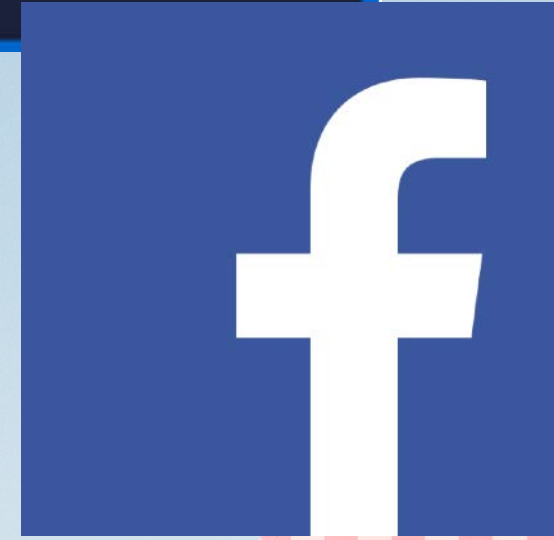
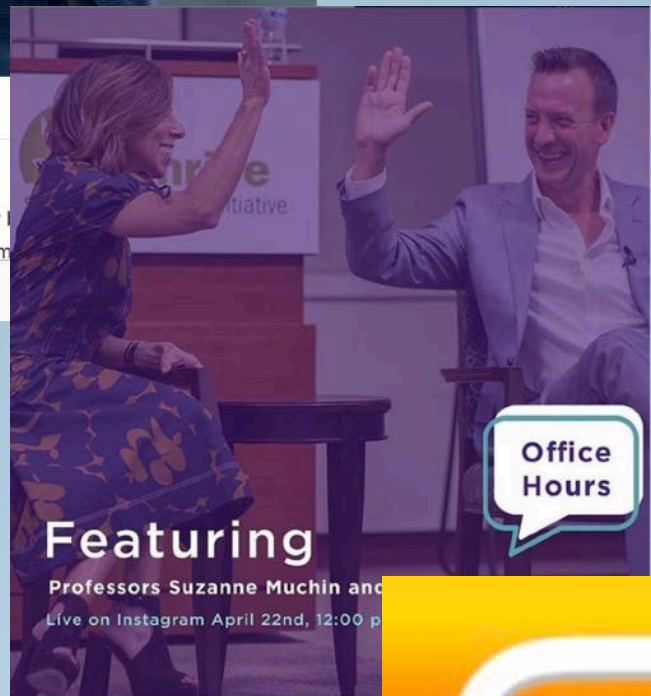
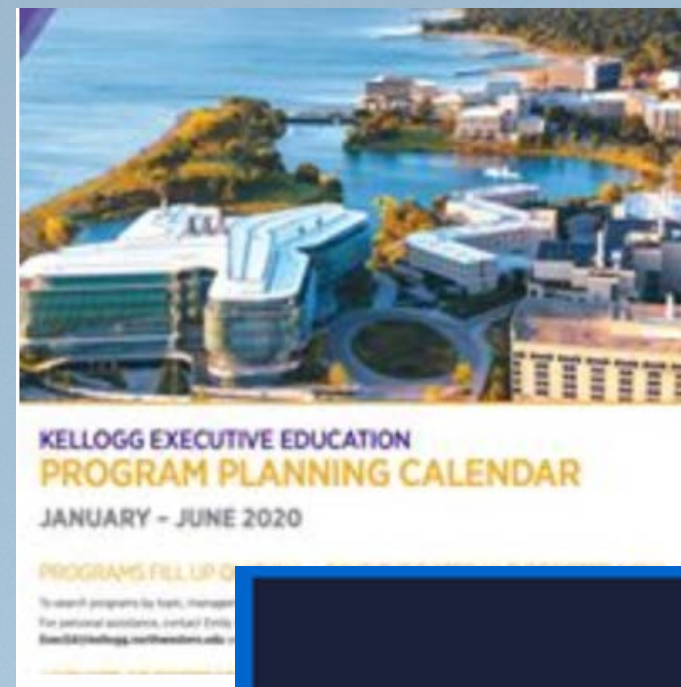
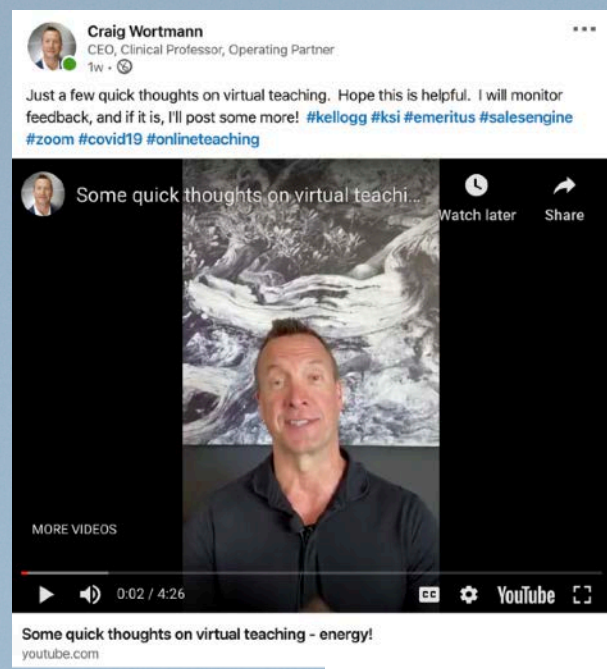
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Custom & Clear









Follow us on these channels!

(just click the logo of the social channel, and you will go right to us)