

Tips for online meetings in sales

1. Background and appearance

Most important is the deliberate choice of the background. The background should deliver a professional and human picture. Good options are

- neutral white background in front of a wall of a photo backdrop or whiteboard:
- office background
- private background when it shows some personal style or hobbies like racing bikes

Zoom and other services are able to work with virtual backgrounds, which can be activated in the settings. However those backgrounds often look artificial. When you use them, do not use the default pictures, but one of the Architronic pool. Virtual backgrounds work best, when you have a single coloured wall behind you, a good lighting and a powerful Mac.

Another option is to work with a greenscreen and a video switcher, which has an integrated chromakey engine. The video switcher works with Cameras with an HDMI-Output (not with the regular webcams with USB-output)

- A very portable Greenscreen is the one from Elgato, which you can find here: <https://www.elgato.com/de/gaming/green-screen>.
- As a video switcher the ATEM mini is recommended: <https://www.blackmagicdesign.com/uk/products/atemmini>

When wearing glasses, you should be aware of reflections. Sometimes it can be difficult to see your eyes. The best lighting is always daylight, coming from the front (ideally from the north, which means no direkt sunshine). Windows should never be behind you as you will be seen very hardly. When you work with artificial light, the recommendation is, to have that a bit higher than your head. This is a good light recommendation: <https://www.elgato.com/en/gaming/key-light>

The most important is, that you feel comfortable and that you transport a confident, professional and human picture with some personal style. This also applies to your dress and accessories.

2. Camera

The perfect position for the camera is on eye level. When you are using the integrated webcam, it is a good idea to put the MacBook on a pile of books or on a standing desk to get a better camera position.

You can use the integrated webcam of our MacBook, but an external webcam usually has a better quality. The current recommendation for a webcam is the Logitech C920 HD, which you can find here: <https://www.logitech.com/en-gb/product/hd-pro-webcam-c920>

This camera even has a tripod mount, do you can place it very freely.

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When you are using a camcorder to get a better picture quality, make sure, that the camera has a clean HDMI-Output, meaning, that it does not display the autofocus an other symbols in your web conference. A good camcorder for clean HDMI is The Panasonic HC-VX1: <https://www.panasonic.com/uk/consumer/cameras-camcorders/camcorders/hd-camcorders/hc-vx1.html>

An easy way to feed in a HDMI-signal into your MacBook is the CamLink 4K, which does not need any addition Software or drivers: <https://www.elgato.com/en/gaming/cam-link-4k>

Another option is to use a document camera. This gives you the option to draw on paper and to show this in your web conference. Some solutions, like Zoom, are able to show 2 camera pictures. This is a recommended document camera: <https://www.ipevo.com/products/v4k>

In the settings of the webconference-tools, you should ideally activate HD as video quality. In addition some solutions offer a touch-up setting and a low light correction which increases your picture quality.

Talking about other people on camera, it is a good idea to set the option in Zoom, that the pictures of people without an active camera are hidden. This gives you additional space on the screen.

3. Audio

Even more important than good video is good audio. Therefore a headset is highly recommended. This reduces background noise for the listeners and reduces the risk of echoes. As a MacBook user the easiest way is to your wired Apple ears phones.

When you are using the wireless Apple EarsPods, it is a good idea to use only one side at a time and to swap them, when the battery is going low.

As an external headset the Sennheiser USB7 is highly recommended: <https://www.onedirect.de/sennheiser-pc-7-usb>

4. Presentation of media and workshops

Most solutions are offering the possibility to show another MacBook window.

Zoom also offers the possibility

Zoom also offers to show a second camera, like the Ipevo document cam (see above) or to connect an ipad via Airplay. When you are connecting an iPad a good app is Thoughts as an infinite whiteboard: <https://apps.apple.com/us/app/thoughts-the-thinking-app/id1314313756#?platform=ipad>

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Another way to connect your iPad to your Mac is sidecar. This is a built in Mac solution which extends your Mac Screen to your iPad. Here you can find more infos on how to use sidecar: <https://support.apple.com/en-us/HT210380>

Zoom also offers the possibility to show powerpoint slides as a virtual background. The solution has two disadvantages: All animations are lost and when you pause the presentation, it always restarts at the beginning.

When you want to show elements of your website, it is a good idea to record it with the quicktime player, which is preinstalled on your Mac.

Another way to work together online is the tool Padlet. This can e.g. be used like Trello or as a whiteboard. The advantages are that it is easy to use, performant and there is no registration needed. You can find Padlet here: <https://padlet.com/>

5. Final thought

Be professional, be funny, be human be different, as people want to buy from people and they always ask themselves the following questions when they communicate with you the first time:

- do I like this person?
- is the content relevant for me?
- does the person have the competence I need?

When you focus your appearance and delivery to answer those questions, you will be successful.