Recommendations

— But, it doesn’t take a sophisticated setup to look like a pro Salesforce, in the best possible way. Especially with customers. Now that working remotely and virtual meetings are part of our new normal, we want to represent ourselves, and

How to Optimize Your Virtual Setup

C.L.A.S.S.Y.

Keep it C.L.A.S.S.Y.

Your camera is the foundation of your digital image. While our built-in laptop camera is convenient, it’s a bit like showing up to a conference room wearing sweatspants. Instead, using a simple app and less than $30, you can actually use your mobile phone as an HD webcam. It gives you a far superior image with minimal fuss. For even better results, you can use a regular HD webcam, or if you want to go for maximum impact, you can repurpose a minidv or DSLR camera.

Camera

Of course you want to look good, but you also need to be heard — loud and clear. Your laptop mic and speakers can subject your audience to Background noise, sounding distant, or the echo chamber effect. Using a pair of earbuds or headphones with a built in mic is the easiest, cheapest, and most effective way to make sure you’re heard clearly. Of course, a nice USB or condenser mic can go long ways in avoiding unwanted feedback from the mic, making sure to avoid weird headphones. To minimize echoes, try broadcasting from a room that has a rug and furniture. Finally, remember to mute your notifications as constant pings can break the flow of conversation.

Lights

To make the most of the space you have, it’s time to get creative! Tabletop tripods, clamps — even a stack of books — can give your digital setup a boost. If you’ve got a laptop, you can set it up as a dual monitor to help maximize your screen space. To make sure to avoid bandwidth hoarding activities like streaming, gaming, and device syncing so you can stay smoothly connected during critical calls. If wifi is limited, consider using an ethernet adaptor to connect directly to your router for a stable connection.

Audio

Whether you’re working from a home office or the laundry area, what surrounds you on screen is now your digital “stage.” Setting your stage is an opportunity to express yourself and humanize virtual meetings, but try to keep visual distractions to a minimum so your audience can focus on what you are saying. Before your call, set it up as if it were a conference room, and the more impactful your virtual meeting will be.

Setup

Once you click into the meeting, assume that all eyes are on YOU. Speak with confidence, and look straight into the camera lens as if it were the eyes of your customer. Reading from a script is more noticeable on screen and can come off as insincere. The more you can present and authentic on camera, the more your audience will be engaged and the more impactful your virtual meeting will be.

Stage

Don’t be afraid to dress up a bit for virtual customer meetings, looking put-together and professional sends the message that even though we’re working remotely, we are working as if we were on behalf of our customers and respect the time and attention they are giving us.

You

Finally, keep in mind that we’re all experiencing this unprecedented moment together, when we all walk a cross the screen, a kid bursts into the room, or someone’s connection freezes, be empathetic and take it all in stride. By keeping it CLASSY, you can be confident you’re delivering the best possible virtual experience.