

10 Tips for having great

VIDEO CALLS

The Checklist



Win rates are significantly higher when webcams are active



1. CHECK YOUR CONNECTION

Video generally puts a greater strain on Internet connectivity. If you have a **weak Internet connection**, the call will be "laggy" and generally a poor experience.

2. AVOID BACKLIGHTING

Lights behind you turn you **into a dark silhouette**. Unless you want to come across like Darth Vader, make sure there are **no windows or lamps** directly behind you.

3. WHAT'S THAT BEHIND YOU?

Clear your background. Make sure there's **nothing embarrassing or distracting** that will appear in the video.

4. START THE CALL EARLY

Jump on early and **turn video on** before other participants arrive so you can see **what you, and your background, look like**.

Win rates increase when **sellers** use webcam



5. SET EXPECTATIONS FOR VIDEO

In the **calendar invite** for the meeting, include a note that **this will be a video call** so your customer is prepared. This allows them to follow some of these same tips on their side and **increases the chances they will also turn their webcam on**.

6. WEBCAM PLACEMENT

Bring your Webcam to **eye-level**. You want to make the conversation **feel as natural as possible**, not leave them wondering why you placed your webcam so high or low.

7. MAKE EYE CONTACT

Look at the webcam not your screen. This will create the impression that you are engaged and paying close attention which will build greater rapport.

8. SMILE

Keep your expression friendly and open. Your prospect will naturally be looking for your expressions and reactions.

9. MIRROR YOUR BUYER

This is something you can't do without your webcam on. Mirroring some of their subtle actions is proven to build a stronger bond.

10. LEAVE NOTHING TO CHANCE

Pick a web-conferencing solution you can rely on (even if your bandwidth suddenly shrinks). Tip: Our team relies on Zoom for video calls (and Drift video for video prospecting).

BONUS

Increase your success rates by getting your buyer to turn on *their* webcam. Remember, always start your video first. This will prompt your buyer to do the same.

If you'd like to prompt your buyer to turn on their webcam, here are three ways to ask. (Be mindful that not everyone will feel comfortable. So if they decline, move right into your agenda. No need to pressure!)

1. Will you be using video for our call today?
2. Are you comfortable turning on your video?
3. Are you in a place where you can turn on your video?

Buyer's use of webcam has a dramatic impact on win rates



Want to know if your team is selling with video?

Get full visibility into every call and deal today. See a tour at [Gong.io/demo](https://gong.io/demo)

