





CONDUCTING VIRTUAL MEETINGS
& PRESENTATIONS WITH BUYERS
ONLINE

Conducting Successful Virtual Buyer Meetings & Sales Presentations Online



Topics we will cover

-  The key skills to selling in a virtual environment
-  How to structure a presentation that is different, memorable and convincing
-  How to create engagement online as you present your pitch
-  The importance of Follow Up



Fáilte Ireland

National Tourism Development Authority



**Buyers forget
90% of your
message**



**Focus on
10%**



A typical sales agenda



Introduce our range of offers



Other things to do in our area



Our track record



Pricing



Health and Safety



Next Steps

Distractions

Message overload

Tiredness

My 10% Attention Agenda

Key Message?

The most exciting way
to experience Kerry's
Wild Atlantic Coast



Discover Kerry's Wild Atlantic Way Coastline on a Stand- Up Paddle Adventure

Exceptional guided tours | Explore the magnificent scenery | Wildlife spotting | An inspiring sport

Your key task

Decide what you want to be remembered for....

- Me and my stuff?
- The outcomes we create for you and your clients



Four levers to control focus

1 Reduce Content

2 Use Colour

3 Draw attention –
graphics and fonts

4 Animation

Four levers to control focus

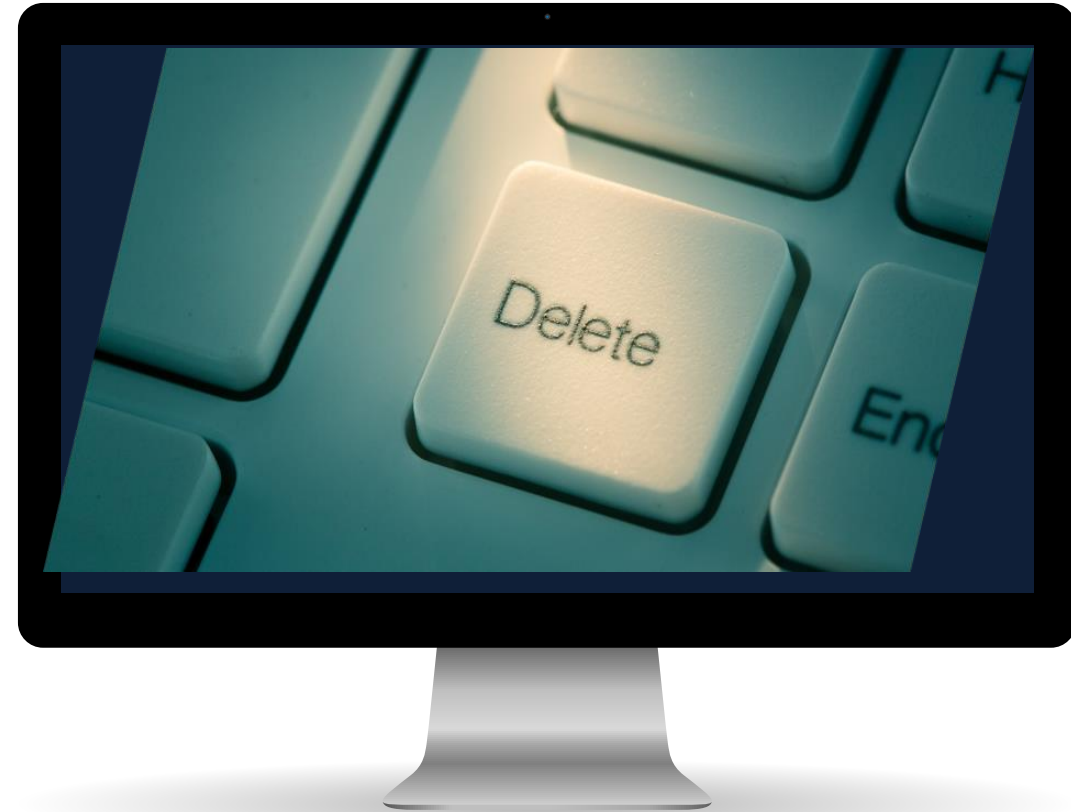
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- Focus on that 10% Message
- Less Content – More Emphasis
- Embed your key message with 3 – 4 supporting points



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Use Colour to Guide the Buyer's Attention



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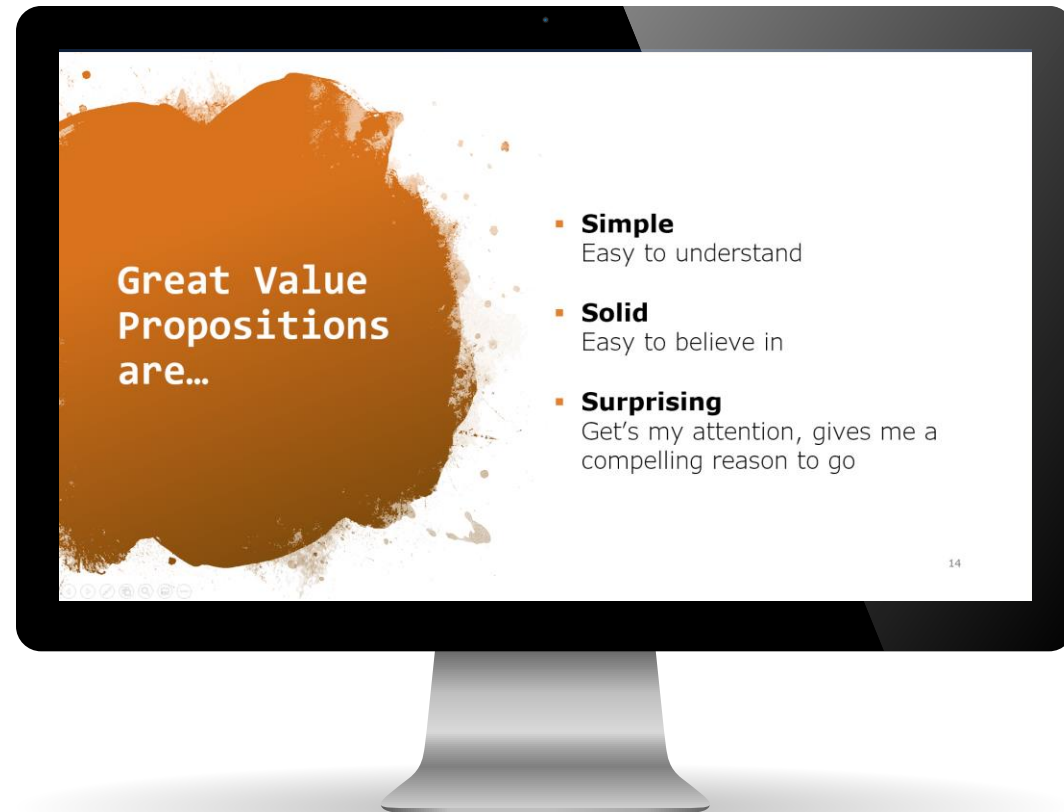
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Enlarge key elements – Font Size and Images



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**Be Memorable,
Be Different**

PITCHING

How to create
ENGAGEMENT
online as you
present your
pitch

First Impressions

Importance of Audio Quality

- Treat call first and foremost as an audio call – check software and broadband speed in advance
- Use a microphone – headset, earpods, etc



First Impressions

Lighting and Background Dos and Don'ts



Virtual Meeting Etiquette

- Clean, work appropriate background
- Look into the camera for the full meeting, otherwise you look like you're not paying attention
- Eliminate all distractions and focus on your agenda
- Be aware of audio and video settings
- Learn the art of the pause



[Home](#) > [Sales and marketing for recovery](#) > [Rebooting international B2B business](#) > [Preparing for Virtual Meitheal](#)

Preparing for Virtual Meitheal

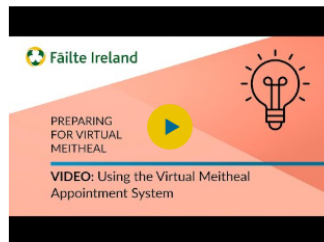
As Fáilte Ireland prepares to facilitate businesses to attend our first-ever Virtual Meitheal Buyer Roadshow event from 21-27 July, our 4-part video series and supporting PowerPoint slidedeck, we help you to know:

1. How best to prepare for Virtual Meitheal 2020: from researching buyers, planning and requesting appointments.
2. Using the Converve Appointment system to update your business and own profile and optimising your meeting calendar and requests to ensure you optimise business opportunities.
3. The 12-steps to delivering a successful buyer meeting online including top tips to practice and deliver the verbal pitch.
4. The art of successful follow up with buyers including providing the critical information a buyer needs to consider contracting with you, to support you drive sales conversion.

Video Resources



Video 1: Preparing for Virtual Meitheal (13:52)



Video 2: Using the Virtual Meitheal appointment system (13:19)




Video 3: Maximising sales opportunities during Virtual Meitheal (11:58)



Watch this video for **12 Steps** for Making Verbal Pitches


Sample E-Mail Guidelines & Meeting Agenda



SAMPLE E-MAIL TO BUYER PRE MEETING

COVID-19 SALES & MARKETING FOR RECOVERY DRIVING DOMESTIC SALES

Attention | Interest | Desire | Reassure | Action




KEY COMPONENTS OF EFFECTIVE COMMUNICATIONS

SAMPLE:
E-MAIL TO A BUYER KNOWN BY THE BUSINESS REGARDING SCHEDULING AND APPOINTMENT

Dear [Name of buyer]

Firstly, we would like to thank you for all the business that you have sent to our hotel in the past. Now, more than ever, we value the special relationships that have been created over many years with our customers. Covid-19 has been hard on all of us. And yet, we are delighted to be open and welcoming our customers once more.

In light of these challenging times, I would really welcome the opportunity to arrange a virtual call. Firstly, to touch base and simply see how you are doing. And secondly, to fill you in on a number of updates that have been happening in our [name of business] and [destination].


In these times, we have all learned to be both resilient and innovative. So, I have lots of news to share about new ways that we can look after you and your customers.

It would be wonderful if you could let me know if you have some free time next week. If you could suggest a couple of time slots, I will align my diary to ensure that we get to catch up.

I look forward to hearing from you and wish you the very best.

Kind regards,


[Name and your email]
[Business and web information with branding in signature]

SAMPLE MEETING AGENDA FOR A CONFIRMED VIRTUAL APPOINTMENT WITH A BUYER

COVID-19 SALES & MARKETING FOR RECOVERY DRIVING DOMESTIC SALES

Attention | Interest | Desire | Reassure | Action



Preparing for 1:1 presentations

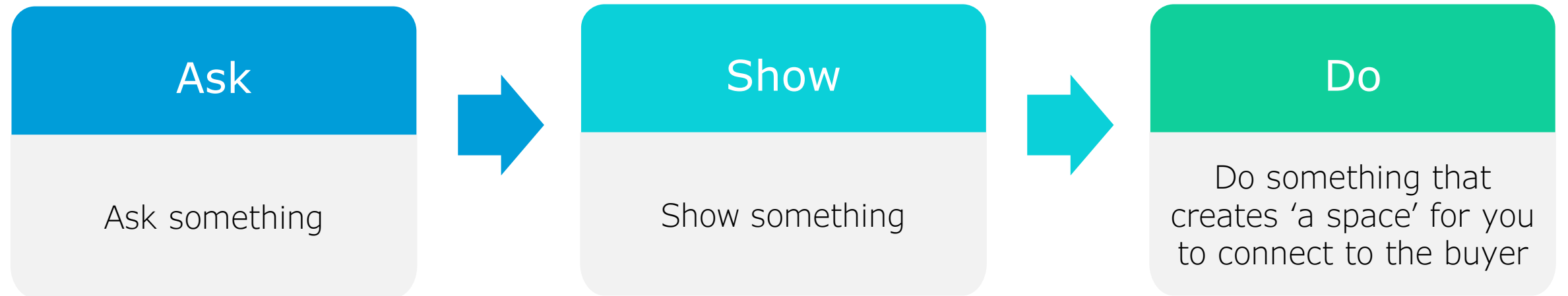
Consider how you will capture attention at the beginning of the meeting/presentation

Research your buyer thoroughly



Prepare questions, stories and testimonials

How can you capture the buyers attention



Keeping Buyers' Attention



Goals

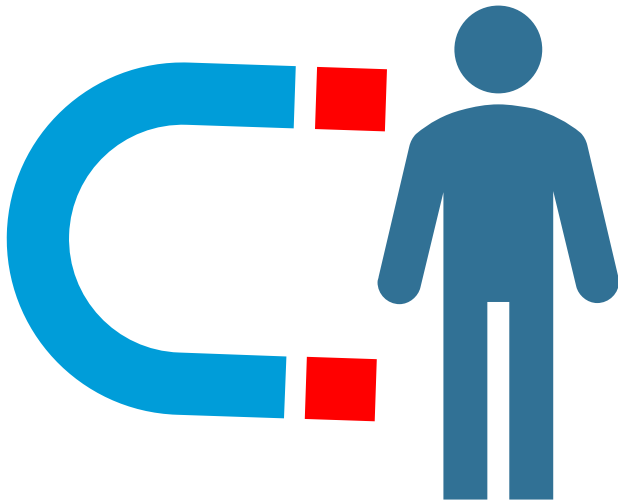


Knowledge



Trust

Engaging the buyer's attention



Connect to the buyer's goals.

If your powerful first question can invite your buyer to consider what is important to them, then you have captured their attention.



Use questions to establish your buyer's goals and priorities.

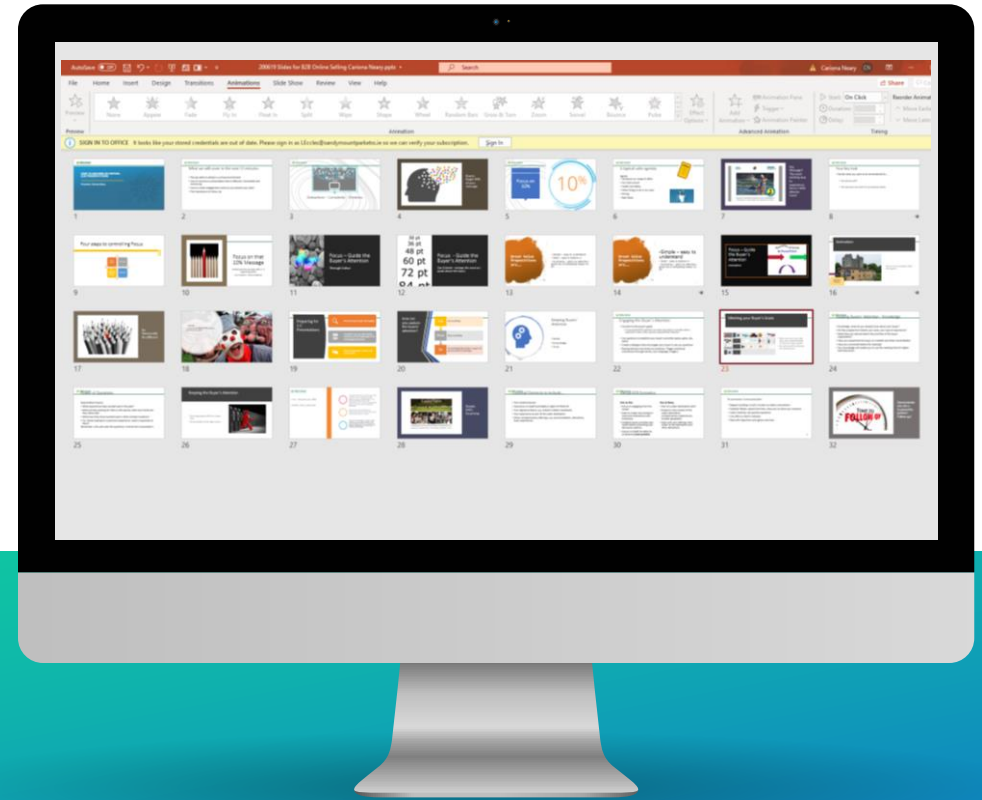


Buying decisions are driven by emotions.

Trigger emotional connections through stories, your language, imagery.

Meeting your buyer's goals

- ▶ When you look at your slide deck, does it allow flexibility to meet your buyer's goals?
- ▶ Me and my stuff vs Outcomes we create for you?





Keeping buyer's attention - Knowledge



Knowledge: what do you already know about your buyer?



Do they programme Ireland, your area, your type of experience?



What have you learned about the priorities of the buyer and the organisation?



Have you researched the buyer on LinkedIn and other Social Media?



Your knowledge will enable you to use the meeting time for higher level discussion.

Power of questions

Appreciative Enquiry:

- “What experiences have worked well in the past?”
- “What are you looking for that is a bit special, what new trends are you seeing?”

For clients looking for a premium experience, what is important to them?



Remember:

She/he who asks the questions, controls the conversation!

Build trust in online meetings



Meet Expectations
BUT **Fit in, Stand Out!**

Be memorable, for the
right reasons





Fun Filled Experience of Irish Country Life and Culture on the Murtagh Family Farm

Murtagh Family Farm | Traditional Dance & Music | Hurling | Bread Making | Sheepdog Demos | Farm Trails

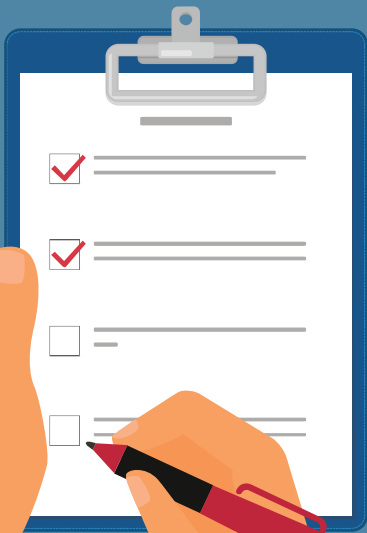
**Fit In,
Stand Out**



Fáilte Ireland

National Tourism Development Authority

Essential elements to include...



Your location/access



Your Signature Brand, e.g. Ireland's Hidden Heartlands



Your experience as part of the wider destination



Other complementary offerings, e.g. accommodation, attractions, food, experiences



Reassurance regarding Health and Safety in light of COVID-19

Virtual B2B scenarios

One to One

- Focus on engaging from the outset.
- Seek to create new energy to overcome distractions and tiredness
- Establish buyer priorities and needs before presenting and discussion options.
- Assure re health & safety by emphasising **best practice**

Few to Many

- Part of a wider destination pitch
- Present in the context of the wider destination, complementary experiences, broader geography
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To summarise: A structured pitch

- Rapport building: to sell is human, so make a connection!
- Establish Needs: spend time here, show you've done your research
- Listen Carefully: ask positive questions
- Link offer to client's interests
- Deal with objections and agree outcomes



Follow-up

According to AUMA

80%

of trade fair attendees
fail to follow-up
properly

- Have a reason to follow-up
- Agree follow-up actions (e.g. to send specific information) and do so promptly
- Keep the lead warm - get permission to send destination updates
- Customise your message



Demonstrate you are a trustworthy partner. Be resilient – don't give up!
FOLLOW UP!

SAMPLE FOLLOW UP E-MAIL TO BUYER POST MEETING

COVID-19 SALES & MARKETING FOR RECOVERY
DRIVING DOMESTIC SALES

Attention | Interest | Desire | Reassure | Action



Available as part of the suite of supports that accompany this video on the *Business Supports Hub*

<https://covid19.failteireland.ie>

Winning in virtual presentations

01

Clarify your 10%

02

Make it easy for the buyer to pay attention

03

Use powerful questions when pitching

04

Create assurance by conveying trustworthiness

05

Address COVID-19 concerns openly – don't wait to be asked

06

Follow-up to win the business

