

# consultative selling

TRANSITIONING TO ONLINE

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If you are used to sitting down in person with clients to share the benefits of what you're selling, the new normal of virtual meetings may be putting a crimp in your style. It is likely that online consultations will be how business gets done for a while. Have you considered ways to up your game when you can't meet face to face? Check out these ideas to help put yourself in the best light on-screen and off to let clients know you care.



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It's likely that your meetings with clients have transitioned from in person to on-screen. When you're used to offering high-touch service, communicating online can seem like a barrier to building strong relationships. It doesn't have to be if you consider a few tips and tricks that can help you maintain your consultative sales approach and shine in comparison to your competition.

Consider these ideas to help keep your professional edge when you're working remotely.

## 1 TECHNOLOGY SOLUTIONS

Ever wonder how some people look so bright and sound so good during video chats? It's likely that they have spent some time thinking about what equipment they are using to set the stage for their professional appearance.

- **Computer** — A laptop or desktop computer provides a more stable base from which to conduct online meetings instead of a mobile phone.

- **Camera** — Most computers have built-in cameras. Consider adding a dedicated webcam to your online meeting setup to have more control over positioning the camera at eye level, so you look more natural on-screen, as you would if you were sitting across the table from your client.
- **Headsets** — Many people choose to use the microphone embedded in their laptops to conduct meetings, which can lead to muffled or echoey speech. Sound quality is enhanced if you select a headset with a built-in boom microphone. There are many options available in both wired and wireless configurations.
- **Lighting** — Adding LED lamps next to your webcam can help create uniform lighting of your face. Some photographers recommend facing straight into your main light source to even out your facial features and help reduce the appearance of wrinkles and under-eye bags.<sup>1</sup>

## 2 ONLINE IMAGE

Video meetings can provide clients with a bit too much information about your home life depending on what is visible in the background. You can use this opportunity to differentiate yourself from competitors by creating a custom, professional setting.

- **Backdrop** — Think about creating a custom-printed backdrop featuring your company's logo that's easy to set up and take down for video meetings. Instead of worrying about what's visible behind you on-screen, you may feel more confident knowing that your backdrop conveys a professional image and promotes your brand.
- **Signage** — To help maintain your client's attention, consider creating printed props or signage to hold up during the call. It's a trick that enables you to maintain eye contact and emphasize key points with visual references. If you have products to showcase, using a stand to hold them up in front of the camera means that

clients can see the entire package without your hand covering some of the label. It may also reduce the number of times that you need to switch away from your face to share your screen.

- **Appearance** — It's tempting to stay in your comfy clothes when working from home. Show your clients that you put the same effort into virtual meetings as you would for in-person get-togethers. Try to skip clothing with complicated patterns or any shiny elements to reduce distractions during time on-screen.



<sup>1</sup><https://www.poppphoto.com/story/how-to/look-better-video-chats-zoom-skype/>

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## Adapt to Thrive

The new normal likely changed how you work, but it can be a chance to reinvent how you interact with clients while continuing to build relationships. By thinking about ways to take your on- and offline communications to the next level, you have an opportunity to differentiate yourself from your competition and develop deeper bonds with clients.



## Healthier Habits

*Even though you're at home, you may be working more hours than ever. Consider adding active furniture to your workspace that encourages healthier habits. There are a number of ergonomic-friendly solutions that help support proper physical alignment.*

- Standing desks
- Desk risers
- Active seating and balance ball chairs
- Anti-fatigue mats
- Balance boards

## 3 PERSONAL TOUCH

Your clients are likely spending more time at home too. In addition to sending email updates, think about the power of snail mail. They may welcome a trip to their mailboxes if they find colorful, branded items from you waiting for them.

- **Postcards** — Help keep your clients up to date on new product launches or other useful company news with postcards. Add a personal handwritten note, so they know that you're thinking about them.
- **Custom containers** — Who doesn't love getting an unexpected package in the mail? If you're sending product samples or information, you might consider creating custom branded shipping boxes with eye-catching labels and packing materials. You could also create vibrant envelopes or stickers to help your mailing stand out from your clients' regular mail.

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## 4 ORGANIZATIONAL TOOLS

Transitioning to working remote may mean that you have more papers and other work materials in your home. Consider adding some new organizational tools to your setup to help keep the additional supplies under control.

- **Desk organizers** — Want to treat yourself? Consider the wide variety of coordinated organizing tools that are available for your workspace. You'll have a system in place before you know it.
- **Planners** — Balancing work and home commitments can be less stressful when you capture all your to-dos, notes, shopping lists and ideas in a planner such as the TUL® writing and note-taking system, which enables you to easily add and remove pages.
- **Storage solutions** — Help keep company information out of sight by tucking paperwork and other materials away in a sturdy storage chest or drawers and bins.
- **Shredder** — Consider adding a shredder that handles multiple pages at a time to more securely destroy sensitive documents and out-of-date forms.



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