

# Sales and Marketing in a Virtual World:

How to Thrive in Today's New Marketplace

I used to be a pool guy.



October 10<sup>th</sup>, 2008

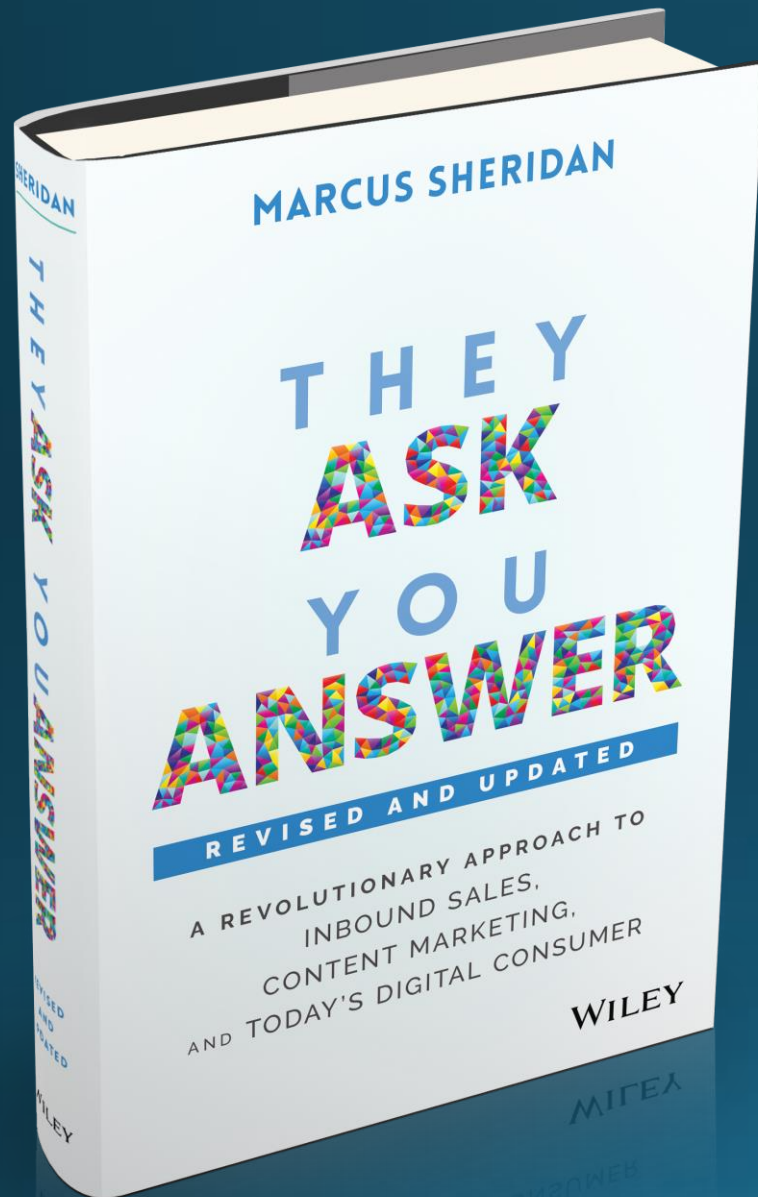
(7,882)



A culture of listeners  
and teachers.



They ask.  
You answer.



They ask.  
You answer.

We're all on the same roller-coaster.

(and a note about "we're different")



Economic hardship is **ALWAYS** followed  
by certain sales and marketing opportunities.

# Marketing Opportunities

# Marketing Opportunity #1

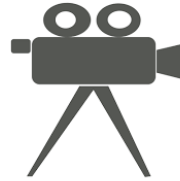
Businesses will cut marketing activity.

Leaving a void and causing a ripple effect.

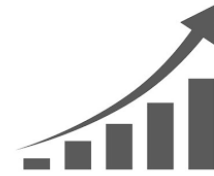


3 ARTICLES  
PER WEEK

150 a year, average  
of 1,000 words each



2-3 VIDEOS  
PER WEEK



THE CONTENT  
FORMULA

to achieve hockey-stick  
growth for traffic, leads  
and sales

This assumes the content is the right quality, with the right focus!

# Marketing Reality #2

The Marketplace will look for leaders.



By: [Marcus Sheridan](#)

 [Print/Save as PDF](#)

Share:



# Coronavirus and the Swimming Pool Industry: An Honest Assessment of What's Coming

INSTALLATION & CONSTRUCTION

In frank terms, the coronavirus isn't a good thing.

Nor is it something any of us are excited about.

Its impact on individual health, as well as the world economy, is indeed a tough pill to swallow.

Over the past week, many of our swimming pool dealers around the country have asked us what this virus might mean for swimming pools in 2020 and beyond.

Therefore, because so many are asking questions, and also because we, as a company, feel a tremendous sense of duty to the industry as a whole, we wanted to address this subject today—as honestly and transparently as possible.

**The Domino Effect of Less Travel for Pool Builders: Staycations**



# Marketing Opportunity #3

Pain will lead to unique innovations.

# Request Pricing for a Fiberglass Pool

Our trained staff takes the time to understand what you want to accomplish, then makes recommendations accordingly.



Should I fill out this form?

Our promise to you...  
Watch this 

We aren't going to spam you with emails or call you a thousand times.

After you fill out the form, one of our **pool design specialists** will reach out to you within the next business day.

Our first objective will be to **understand** your needs, then together develop a **plan** for your backyard and provide you with **pricing** for your new pool!

No obligation, just fill out this form to get the process started and we'll be in touch **within 48 hours**.

## Request Pricing

First Name* Marcus	Last Name* Sheridan
Email* msheridan@impactbnd.c	Phone Number* 8047617924
City* HEATHSVILLE	State* Virginia
Postal Code* 22473	

How much do you know about fiberglass pools?\*

- I've watched almost every video and read almost every article!
- I know a little but still have homework to do.
- I have a lot of questions and need help.

When do you want to swim in your new pool for the first time?

- Within 1 year
- Within 2 years
- 3+ years from now

Would you like a virtual sales experience? \*

- Yes Please
- No Thank You







# Virtual Sales Appointment Best Practices

## 1 KNOW & TEACH THE TECHNOLOGY

Never assume your prospect or customer understands the technology **or has used it before.**

**Ask beforehand and, if needed, send an explainer video, along with your meeting invite, helping them to understand the basics to whichever platform you're using.**

# Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 REQUIRE CAMERAS BE ON

Studies have shown that closing rates are higher when the prospect has their camera on so require cameras to be on for both parties. Don't be passive about this. Try this:

*"For this meeting, it's critical that we both have our cameras on. You need to see me clearly and get to know me. At the same time, I need to see you. What we're going to be discussing is very important and if you're not fully understanding what I'm explaining, I need to be able to see that. Will you make sure your camera is on?"*

# Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 **LIMIT TEXT ON SLIDES**

Use less text on slides.

If your slide-deck is a full-blown brochure, then send it to them before or after the sales appointment.

But never makes the slides the hero or centerpiece of a sales call. Ever.

# Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 Limit Text on Slides
- 4 **LIMIT SCREEN SHARING**

If you are using a slide deck, turn “sharing” mode on and off throughout the presentation so as to induce better conversation.

The more they see of you, and the more you see of them, the better.

So, if you’re sharing a deck and know you’re getting ready to launch into a conversation where the deck isn’t relevant, stop sharing.

# Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 Limit Text on Slides
- 4 Limit Screen Sharing
- 5 **WRITE NAMES DOWN**

If you are meeting with a group of people (and they're sitting around a table or in a board room) write down everyone's name.

Ever forgotten someone's name during a sales call? Yeah, not good. At all.

Write them down, from the beginning.

# Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 Limit Text on Slides
- 4 Limit Screen Sharing
- 5 Write Names Down
- 6 ASK QUESTIONS USING NAMES

When meeting with a group, ask questions directly to the various attendees by name.

Using this technique gets everyone engaged and involved in the conversation.

Remember, in virtual sales calls, you're almost always better off calling on a single person than you are asking an open question for the group—something most sales people consistently get wrong.

# Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 Limit Text on Slides
- 4 Limit Screen Sharing
- 5 Write Names Down
- 6 Ask Questions Using Names
- 7 **SMILE... A LOT!**

Smile... A lot!

We all think we smile and look happy... until we watch our first recorded video sales call!

This is a major weakness for many sales professionals.

A smile changes our entire disposition, so although this recommendation may seem silly or insignificant, it will make a huge difference in the success of your virtual sales appointment.



# Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 Limit Text on Slides
- 4 Limit Screen Sharing
- 5 Write Names Down
- 6 Ask Questions Using Names
- 7 Smile... A Lot
- 8 **FACE A LIGHT SOURCE**

Always face your light source!

And whatever you do, do NOT have a massive window with sunlight streaming in behind you.

In most cases you're better off having one frontal light or window facing you and no lights on at all behind you.

Another simple trick is to turn the brightness on your computer monitor all the way up.

# Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 Limit Text on Slides
- 4 Limit Screen Sharing
- 5 Write Names Down
- 6 Ask Questions Using Names
- 7 Smile... A Lot
- 8 Face a Light Source
- 9 **SIT UP STRAIGHT OR STAND**

Your best communication will almost never occur sitting back in a chair.

This is why, even though most sales people don't think it matters, the majority of speakers and communicators perform at a significantly higher level when they're standing up than when they're sitting down.

If needed, prop your camera or computer up on a box or books in order to raise the view.

# Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 Limit Text on Slides
- 4 Limit Screen Sharing
- 5 Write Names Down
- 6 Ask Questions Using Names
- 7 Smile... A Lot
- 8 Face a Light Source
- 9 Sit Up Straight or Stand
- 10 STATE PURPOSE OF CALL

Define and state the purpose of the call at the very beginning.

This may sound obvious, but it's even more important with video because in most cases prospects and buyers don't know what the goal of the conversation actually is.

And if they don't know, you can rest assured it's going to be hard to get to where you need to be.

# Virtual Sales Appointment Best Practices

- 1 Know and Teach the Technology
- 2 Require Cameras Be On
- 3 Limit Text on Slides
- 4 Limit Screen Sharing
- 5 Write Names Down
- 6 Ask Questions Using Names
- 7 Smile... A Lot
- 8 Face a Light Source
- 9 Sit Up Straight or Stand
- 10 State Purpose of Call
- 11 TAKE CONTROL OF THE CALL

It's your meeting – own it!

If something is distracting – fix it.

If someone needs to be muted – mute them.

If things get off track – get everyone back on track.

Do everything with tact but remember, control of the call will help you to gain the customer's trust and ultimately earn their business.



# Virtual Sales Appointment Best Practices

KNOW & TEACH THE TECHNOLOGY

REQUIRE CAMERAS BE ON

LIMIT TEXT ON SLIDES

LIMIT SCREEN SHARING

WRITE NAMES DOWN

ASK QUESTIONS USING NAMES

SMILE... A LOT!

FACE A LIGHT SOURCE

SIT UP STRAIGHT OR STAND

STATE PURPOSE OF CALL

TAKE CONTROL OF THE CALL

# Self-Selection

And the Touchless Sale





— LET'S GET STARTED

**We want your Wix experience  
to be perfect for your needs.  
Answer a few questions to help  
us get to know you better.**

Let's Do It





— LET'S GET STARTED

# I want to create a site for

myself.

a client.

— LET'S GET STARTED

I want to create a site for myself. It  
should be \_\_\_\_\_ site

— LET'S GET STARTED

I want to create a site for myself. It  
should be a beauty & wellness site  
and I've \_\_\_\_\_



— GET STARTED

# Let Wix ADI Create a Website for You

Answer a few questions and get a website designed for you in minutes, with custom text and images

Start Now

[Back](#)

*Or*

Create your own stunning website in the Wix Editor.

[Choose a Template](#)

What is your website for?

Q Make-up Artist

**Make-up Artist**

Make Up Artist Portfolio

Make Up Artist School

Make Up Artist

**Make-up Artist School**

**Make-up Artistry Summer Camp**

**Related Results**

Next >

**Tip:** Select your business or website type so ADI can start custom building a website for your needs

OPTIONAL

Does your website need any of the following features?

- Sell online
- Take bookings & appointments
- Get subscribers
- Create a blog

[< Back](#)

[Next >](#)

< Back

What is your name or your Business Name?

---

Next >



# Pick a style you love

Here are a few designs you might like. You can easily change it later.



Continue



# Now I'm Going to Create Your Homepage

Wix ADI has gathered your info and prepared your design.  
Now, from billions of combinations including text, images and more,  
you're about to get a website that's uniquely yours.

Preparing...

## Adding Gallery Section



STEP 4 OUT OF 9



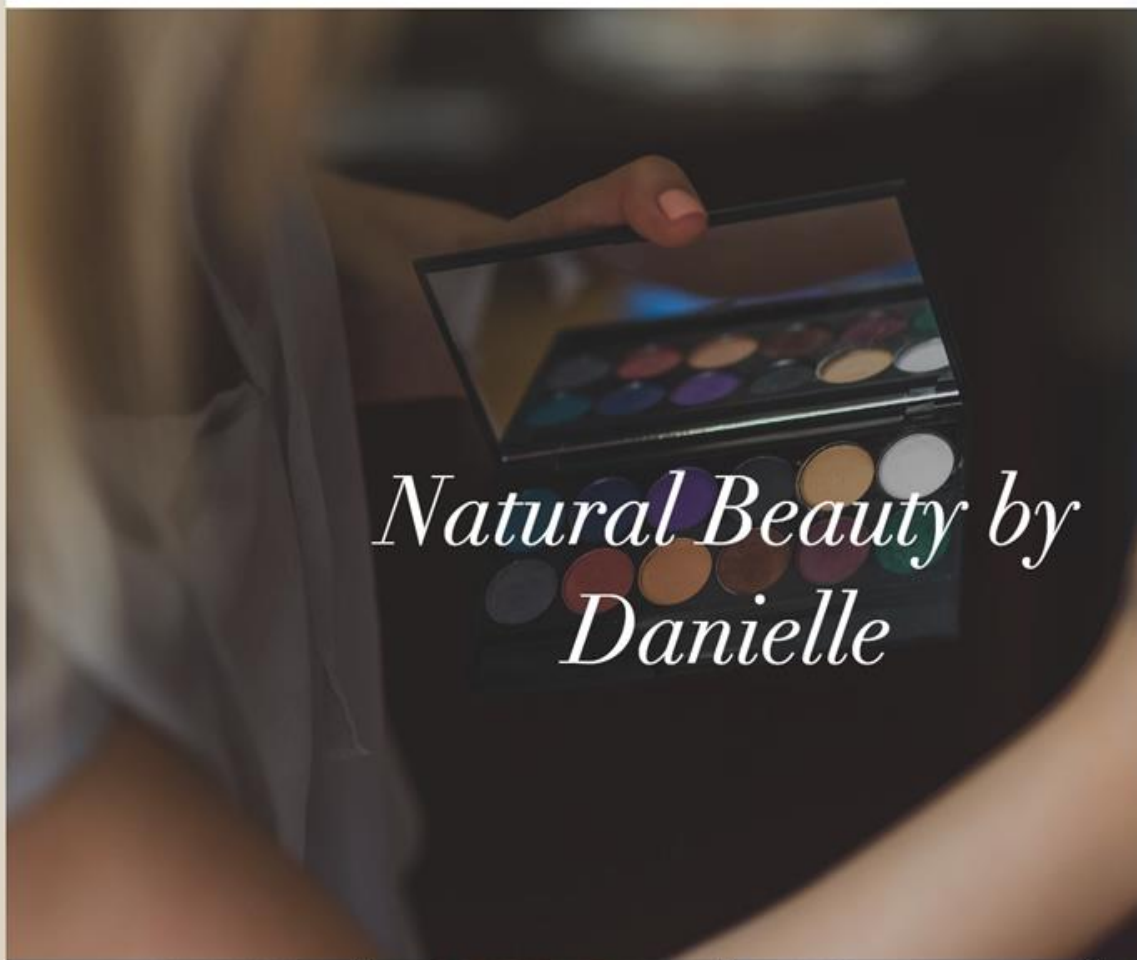
https://www.wix.com/mysite

Connect Your Domain



# Natural Beauty by Danielle

Home Blog



Here it is, the first version of your website!

Keep going - I'll show you how to create the rest of your website. Click the circle below to exit or rejoin my tour at any time.



What is the best

\_\_\_\_\_ for me?

# Sales Opportunities

# Sales Reality #1

One-to-one video in email  
is more important than ever.

# The Inherent Flaws with Text-Based Email

1. We don't **open** them. (Do you know what the average open rate is?)
2. We don't **read** them.
3. We don't **understand** them.

## Following Up...

Jen

Following Up...

 Templates  Sequences  Documents  Meetings  Snippets

Hey Jen, just wanted to follow up on our meeting today.

Please let me know if you have any questions!

Marcus

**Marcus Sheridan** Your Pest Control Super Hero



**Email:** [msheridan@impactbnd.com](mailto:msheridan@impactbnd.com)

**Website:** [www.MarcusSheridan.com](http://www.MarcusSheridan.com)

**Website:** [www.Impactbnd.com](http://www.Impactbnd.com)





# 3 Fundamental Subject Line Best Practices

1. Including the **person's name** will increase open rates by an average of 10%.
2. Including the word **“video”** will increase open rates by an average of 10%.
3. Including a **personalized**, specific element will increase open rates by an average of 20%.

*“Hi Jen, I made this video re: Your Water Feature Question”*

Jen

Hey Jen, I made this video for you!

 Templates  Sequences  Documents  Meetings  Snippets

Hey Jen, great meeting today. I made this for you:



Check out this video: <https://share.vidyard.com/watch/5Ec8SX8XdLtZhDxFVCsU4m>

**Marcus Sheridan** Your Pest Control Super Hero



**Email:** [msheridan@impactbnd.com](mailto:msheridan@impactbnd.com)  
**Website:** [www.MarcusSheridan.com](http://www.MarcusSheridan.com)  
**Website:** [www.Impactbnd.com](http://www.Impactbnd.com)





JEN

Vidyard– FREE – Chrome

## Sales Opportunity #2

Virtual pricing tools are critical.

# Build & Price Your Pool

Customize and enhance your pool experience

Step 1 of 8

## Select Your Pool

**SORT BY SIZE**

SMALL

MEDIUM

LARGE

ALL

**C40** 




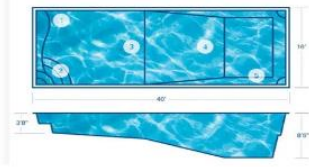
C40 (40ft x 16ft)  
[See example projects](#)

**C35** 



C35 (35ft x 16ft)  
[See example projects](#)

**T40** 



T40 (40ft x 16ft)  
[See example projects](#)

**R36** 



R36 (36ft x 16ft)  
[See example projects](#)

**R40** 



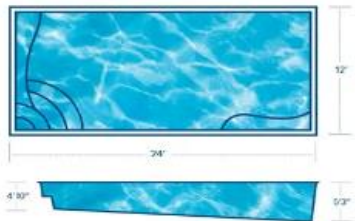
R40 (40ft x 16ft)  
[See example projects](#)

**L36** 



L36 (36ft x 16ft)  
[See example projects](#)

R24

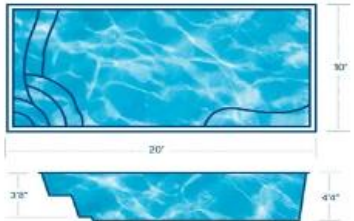


R24 (24ft x 12ft)

[See example projects](#)



R20

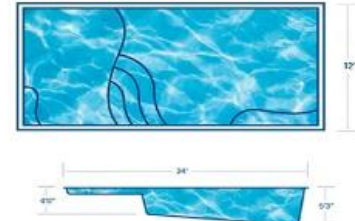


R20 (20ft x 10ft)

[See example projects](#)



D24

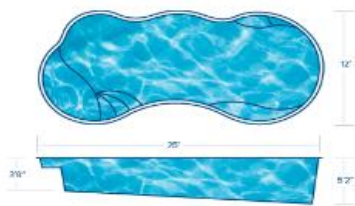


D24 (24ft x 12ft)

[See example projects](#)



I25

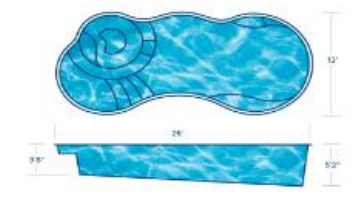


I25 (25ft x 12ft)

[See example projects](#)



I25s

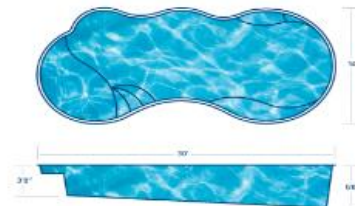


I25s (25ft x 12ft)

[See example projects](#)



I30



I30 (30ft x 14ft)

[See example projects](#)



Step 1

Step 2

Step 3

Step 4

Step 5

Step 6

Step 7

Step 8

Step 1 of 8



Continue Later

Go To Step 2



[Go Back](#)

# What's Included With Your Pool?

These features and methods are included in the price of your pool

[Go Back](#)



## Necessary Construction Permits \$ INCLUDED

All permits for construction, excavation, electrical, plumbing, etc.



## Excavation \$ INCLUDED

Digging out the hole for the pool



## Advanced Fiberglass Pool Installation \$ INCLUDED

[What is This?](#)



## Advanced Fiberglass Pool Manufacturing \$ INCLUDED

[What is This?](#)



## Filtration System \$ INCLUDED

The standard filtration system includes all plumbing fittings, valves, cartridge filter and variable speed pump.



## First Fill Up \$ INCLUDED

We fill up your pool with water so you don't have to.

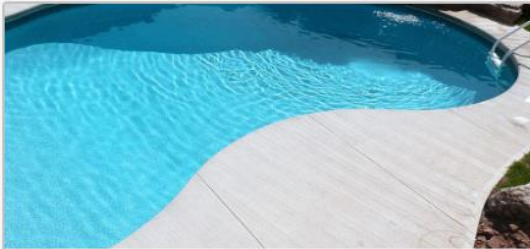




# Select Your Patio Material

[Go Back](#)

## Select Main Patio Material



### Brushed Concrete Patio

Poured concrete with a brushed finish

[What is This?](#)



### Textured Concrete Patio

Poured concrete, stamped finish without color or sealer

[What is This?](#)



### Concrete Paver Patio

Manufactured concrete pavers

[What is This?](#)



### Natural Stone Patio

Natural stone pavers

[What is This?](#)



# Choose Your Upgrades

[Go Back](#)



## Automatic Vacuum

Automatic pool vacuum (robot)

[What is This?](#)



## Automation/Smart Phone

Smartphone control system

[What is This?](#)



## Bubbler

Fountain water feature

[What is This?](#)



## Cascade

Waterfall feature 18-36" wide

[What is This?](#)



## Deck Jet

Deck surface-mounted water feature

[What is This?](#)



## Future Water Feature (plumbing)

Plumbing connection and stub up for future water feature

[What is This?](#)



## Gas Heater

Gas Water Heater (Liquid



## Handrail

Deck-Mounted Stainless Steel



## Heat Pump Pool Heater

Electric Heat Pump

# Other Factors You May Need to Plan For

[Go Back](#)



## Pool Fence

Price will be determined by linear ft, fence material chosen and number of gates.

[What is This?](#)



## Additional Trenching

Additional trenching may be necessary depending on where filtration system is placed on property

[What is This?](#)



## Crane Rental

A crane may be necessary to place pool

[What is This?](#)



## Dirt Hauling

Dirt hauling may be necessary if property cannot use excavated material

[What is This?](#)



## Retaining Wall

Will be determined by homeowner/pool designer

[What is This?](#)



## Electrical Connection

Will be determined by pool equipment needs

[What is This?](#)



You're just seconds away. Complete the form and pricing will be instantly emailed to you!

First Name\*

Marcus

Last Name\*

Sheridan

Email\*

msheridan@impactbnd.com

Phone Number\*

8047617924

City\*

HEATHSVILLE

State\*

Virginia

Postal Code\*

22473

What are you most looking forward to after having a pool installed? \*

Water

How much do you know about fiberglass pools?\*

- I've watched every video and read every article!
- I know a little but still have homework to do.
- I have a lot of questions and need help.

When are you hoping to install your pool?

- Within 1 year
- Within the next 2 years
- 3+ years from now

Let's Talk Pools!

# River Pools

CATCH THE WAVE

**Hi Marcus,**

Thanks for taking the time to use our Design and Price Tool. It looks like you have a wonderful project in mind. I'll be giving you a **call in a day or so**.

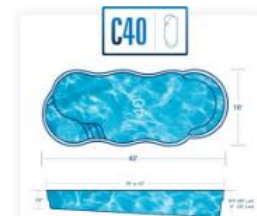
In the mean time, **click the video** to hear more about what will happen next.





**Your overall price estimate:** \$68,600-\$83,200

**The pool model you chose:** C40 (40ft x 16ft)



**What's included in that pool model price:** Necessary construction permits, excavation, The River Pools Way: Advanced Manufacturing and Installation, filtration system, first fill-up, lifetime structural warranty, and 15-year surface warranty

**Your desired patio and coping material:** Textured Concrete Patio

**Pool extras you like:** No water features or options selected

**Pool cover:** Automatic Cover

**Premium upgrades:** Waterline Tile

**Other aspects to consider:** Dirt Hauling

No need to, BUT if you'd like to schedule a specific time for me to call you can do that here.

Schedule Our Initial  
20 Min. Call

## Sales Opportunity #3

Appointment-based selling online is a must.

# SCHEDULE A SHOWROOM VISIT

SCHEDULE A CUSTOMIZED VISIT WITH A SENIOR STAFF MEMBER TO TRULY UNDERSTAND ALL YOUR OPTIONS

GET STARTED

## SCHEDULE A VISIT

SCHEDULE A SHOWROOM VISIT OR PHONE CALL ON YOUR OWN TIME.  
OF COURSE, WALK-IN VISITS ARE ALWAYS WELCOME.



# SCHEDULE A VISIT

SCHEDULE A SHOWROOM VISIT OR PHONE CALL ON YOUR OWN TIME.  
OF COURSE, WALK-IN VISITS ARE ALWAYS WELCOME.

CHOOSE APPOINTMENT TYPE

SCHEDULE TIME

CONTACT INFORMATION

CONFIRMATION



SCHEDULE TIME WITH...

ANY AVAILABLE

CHRIS TAVARES



Chris Tavares is an Appliance Sales Associate at Yale Appliance + Lighting and has been with Yale for over 10 years. When not helping clients, Chris is a huge Patriots fan and enjoys cooking.

Select

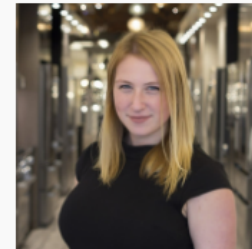
DANNY NGUYEN



Danny Nguyen is an Appliance Sales Consultant at Yale Appliance + Lighting. Danny has completed 2 half marathons and enjoys spending time traveling and snowboarding.

Select

KARINA GAFT



Karina Gaft is an Appliance Sales Consultant at Yale Appliance. Karina is currently working on her master's at Harvard in Sustainability and Environmental Mgmt, with a particular interest in Green Building Design. After exhausting her mental faculties with work and school, Karina exhausts herself physically skiing in dreadfully cold weather and lifting heavy items at Crossfit. In her meager spare time, Karina enjoys traveling, embarking on culinary adventures, and teaching food-motivated cat new tricks.

Select

“Our ‘schedule-a-visit tool’ is the best thing we do. Close rate is 62% higher and is roughly 4k in sales per appointment. Double the average appointment.”

Steve Sheinkopf, CEO, Yale Appliance

# Sales Reality #4

We **MUST** get back to the basics.

How often are you doing role-plays  
with your sales teams right now?

# Sales Reality #5

Assignment selling is key.

How many pages of your website would a potential client/customer be willing to read?

30

# Opportunities Snapshot

## MARKETING

Business will cut marketing activity leaving a void and causing a ripple effect.

The Marketplace will look for leaders.

Pain will lead to unique innovations.

## SALES

One-to-one video in email is more important than ever.

Virtual pricing tools are critical.

Appointment-based selling online is a must.

Basic training such as role-play is critical.

Assignment selling is key.

# READ THE BOOK!

And visit the website for  
more information on:

VIRTUAL TRAINING  
CONSULTING  
WORKSHOPS

[www.MarcusSheridan.com](http://www.MarcusSheridan.com)

[Marcus@MarcusSheridan.com](mailto:Marcus@MarcusSheridan.com)

