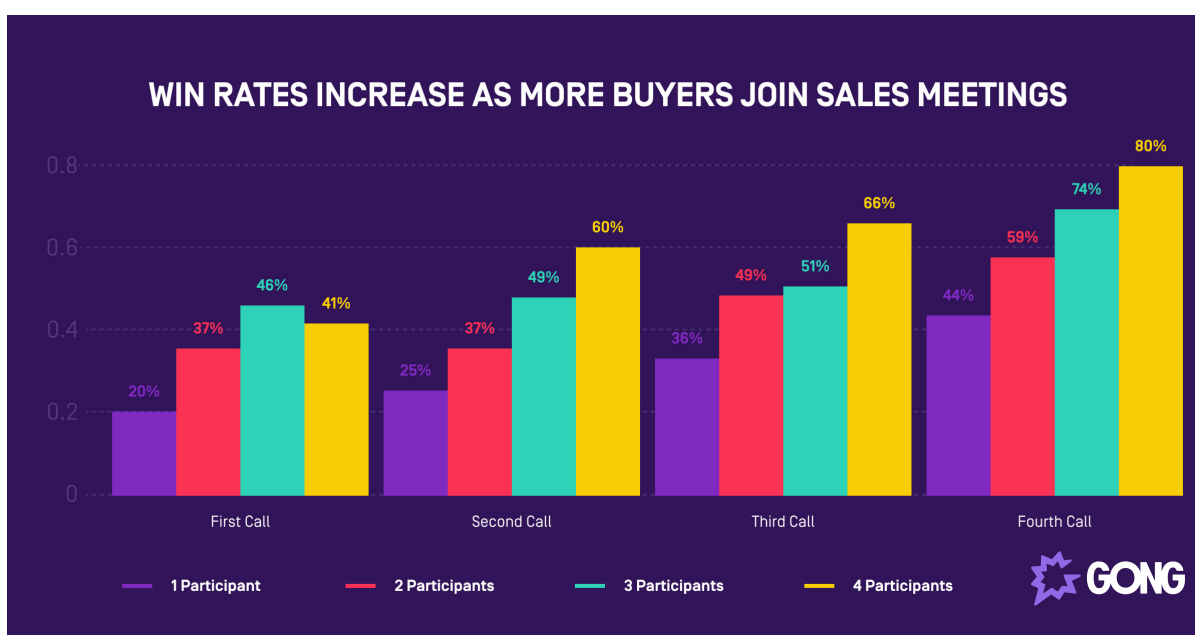




# 7 Tips for acing virtual group sales calls

The data is *clear*. Group calls boost your win rates:



Use these tips to execute flawless group meetings and win more deals:

## 1 Prep effectively and efficiently

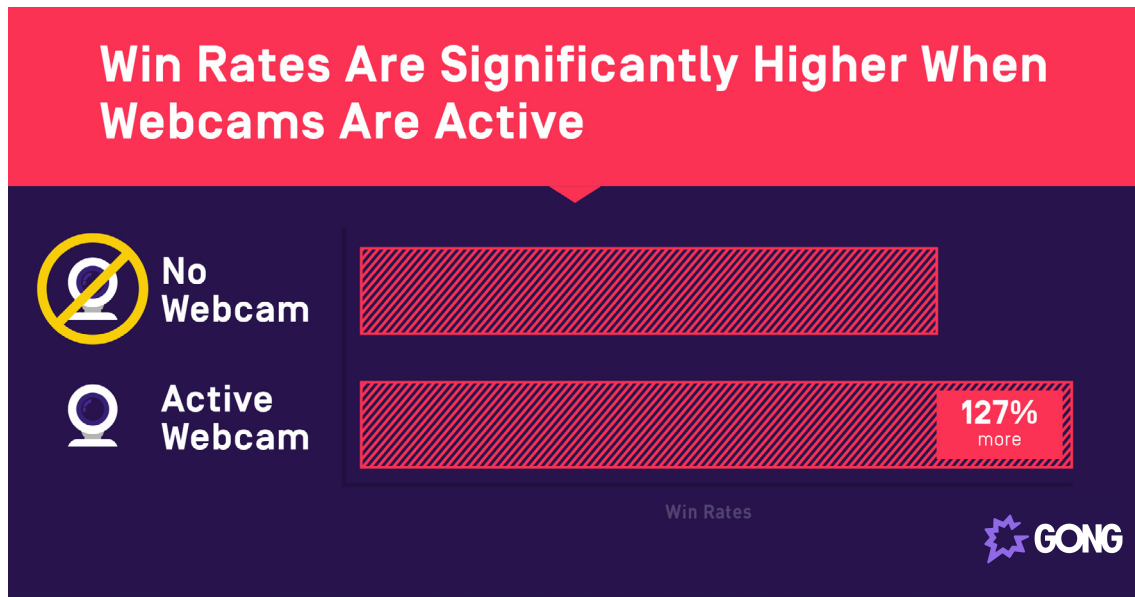
Take a look at the meeting invite to see who's attending. Spend a few minutes looking up each person on LinkedIn to answer several questions: What are they in charge of? What might they care about? How can your product/service help them reach their goals? Limit this research to a few minutes per person so you don't waste your time.

## 2 Ask your champion for help

Chances are, your champion invited you because they like your solutions (and thinks you will make them look good!). Ask them for a quick prep call **before** the group gets together. Have them tell you what each participant cares about, note topics to avoid, and offer details about how they evaluate purchases. Remember, they see you as an ally on this call.

### 3 Turn your video on

When you and your buyer see each other's faces, it builds trust and rapport. Using a webcam also differentiates you from the competition by making you more memorable than every other voice they hear on calls. People remember faces. So when your web meeting starts, turn on your webcam and ask your buyer to do the same. Here's how well it works:



### 4 Set a clear agenda

With multiple people on the call, there are also multiple agendas, interests, and needs you have to meet. You build trust when you clearly state your purpose and deliver on it, so clarify what you will and won't cover in an agenda beforehand. Reiterate it on the day of the call. If you need to, include something like this in your email:

*Emily, I know you care about security, so we'll set up a different call with an SE to cover that topic for you.*

### 5 Speak to the top-ranking person in the room

With so many eyes (or black boxes!) on you, it can be hard to know where to focus your energy and which topics or priorities to address. If there's a senior decision maker in the room, speak to their level. This is your moment to grab their attention. You need them to view your offering as critical to achieving their strategic goals. Don't be afraid to raise high-level issues and talk strategy.

### 6 Don't ask "Any questions?"

If you throw that question down at the end of your presentation, you'll only guarantee one thing: crickets. In a room full of their peers, buyers are less likely to voice their concerns or interests. Instead, ask "What's most interesting about this, [name]?"

## 7 Multithread your follow up

After the meeting, most sellers treat this as a “one and done” event in their deal. They pass up on an opportunity to multithread (i.e., connect with multiple people on the buyer’s side). Instead, send personalized emails to each participant, and ask to continue the conversation. Here’s a template to use after your next group sales call:

*Hi Mark - Great meeting today. I'm glad we surfaced a use case for your team. It looks like we can have a significant impact on your [[insert goal / desired state]]. Are you opposed to meeting on [[date/time]] so we can talk this through a bit more?*

## Only if you want more...

Follow Gong on LinkedIn for more data-backed sales techniques to **skyrocket** your career.

