

## Virtual Presentation Skills for Leadership and Sales – Takeaways

### 1. Less Is More: Shorten Session Lengths

- It's more difficult to hold audience attention in a virtual event compared to an in-person meeting. Attendees have other stimuli and are experiencing presentations in a three-dimensional environment. Also, people are used to multi-tasking on their screens and there is only so long you can hold them from that.



**TACTIC:** However long you would normally do, do less!

### 2. Easy In - Easy Out: Offer a compelling outcome

- The technology makes web meetings easy to check into and out of. You are now in huge competition with other communications, attempting not only to get them on the video conference given everything going on, but then trying to hold them there. Consequently, it is even more important that the session titles and descriptions for your meeting are descriptive and compelling. What problem are you solving for them?



**TACTIC:** Be sure the title promises something that your audience really needs right now

### 3. Get A Side-Kick: Model virtual interaction and connection

- Virtual communication can initially lack the social element that makes live presentations compelling. Having a partner can help model social chat at the start that triggers participants into feeling like they have been noticed, are part of the event and should fully check-in for it. If you can't find another person to interact with, then be sure to be voicing the alternative thoughts and ideas that your audience might be thinking as you are delivering your content.



**TACTIC:** Get chatting early and often with your side-kick and/or with participants

### 4. Let Them See Your Eyes: Position your camera for the best effect

- They don't want to see up your nose. Position the camera so it is at your eye level and look at the camera as much as possible.



**TACTIC:** Raise your laptop and use a smiley post-it note

## 5. Let Them See More: Set up your physical context for more information and more light

- This is an opportunity for them to relate to you even more in the current situation. Set up your room to say something about you and not necessarily all corporate. Dress more or less as you would when showing up face to face with them. Though some things are not under your control anymore, how you dress most likely still is. Find a way for them to see a little more of your nonverbal communication. Keep it animated in the frame.



**TACTIC:** Dress appropriately for the meeting, and light an area of your space and be animated in the frame.

## 6. Sound Matters Most: Find the best sound you can

- If you don't have fantastic lighting or great cameras, the meeting can still work if the content is outstanding. But if the presenter audio isn't solid, your audience will log off IMMEDIATELY. Your laptop mic may not be adequate. Get an external mic and earpieces.



**TACTIC:** Test some microphone options

## 7. Don't Fear the Silence: Let them fill the Q&A

- We miss many of the subtle cues online of when it's our turn to talk. Give the clear cue of silence to let them know they now need to work in providing some questions.



**TACTIC:** "What questions come to mind?" and then wait

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