Virtual Pitch Maximizer with Zoom 5.0.3
Virtual Pitch Maximizer

Create Your Branded Zoom Background
Dimensions for your Zoom Virtual Background
- 1280 pixels
- 1080 pixels
Resolution: 96 pixels/inch

What is your COVID-19/Pivot Offer?

How does your new offer sync up with?
- Keywords
- Email Signature
- Website
- Capability Statement (pdf)
- Video Capabilities
- LinkedIn Profile
- Slide Pitch Deck

List Your Social Media Postings?

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<thead>
<tr>
<th>Platforms</th>
<th>Post Type</th>
<th>Post Title</th>
<th>Post Date/Time</th>
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Building a 5+ “Drip” Plan

80% of all sales happen between the 5th – 12th touch.
Plan at least 5 outreachs - automated or calendared

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<th>Touch</th>
<th>Drip Description</th>
<th>Side</th>
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Smart Pitching On Zoom

- Brand Your Waiting Room, Virtual Background, Your Stop Video Picture, Name
- Surprise Your Audience with a Poll
- Pitching with Co-Hosts
- Ready with Sharing
- Annotate & Whiteboard Benefits
- Gallery View
  - Multiple Monitors to See Reactions
  - Stop Slide Share to Increase Engagement
- Breakout Rooms for Deeper Discussions
Zoom Etiquette

Frame Your Face

Check Your Background

Stop Video / Mute Audio if you are
• Moving, Eating, or Children/Animals come in the room …
Tip #1: Brand your Waiting room.

Add your logo and/or comments for the people in your Waiting Room
Tip #2: Open all files you plan on using in your presentation BEFORE you let people in from the Waiting Room.
Tip #3: Admit the people you plan on making co-hosts first.

Make them co-hosts so they can monitor the Waiting Room for you.

They can also broadcast a message to the people in the Waiting room.
Tech Tip

1. Sign into your Zoom.us account.
2. Select the Meetings category.
3. Scroll down to Waiting room:

Branding Your Waiting Room

- Customize the waiting room UI
- Enter the waiting room description
- Customize the title, logo, and description

Logo should be in GIF/ JPG/ PNG format. The file size cannot exceed 3MB. Logo minimum width or height is 60px and cannot exceed 400px.
Smart Pitching On Zoom

Brand Your Virtual Background
Branded Zoom Backgrounds
Tech Tip

Dimensions

1920 pixels

1080 pixels

Resolution: 96 pixels/inch

Branded Virtual Backgrounds

Free Zoom Image Backgrounds (Static):

• Unsplash.com
• Airbnb.com
• Pexels.com

Free Zoom Video Backgrounds (Movement):
Not recommended for pitching – too distracting

• Coverr.co
• Canva.com
Smart Pitching On Zoom

Brand Your Stop Video Picture
Tech Tip

1. While in the Zoom meeting, hover over your picture.
2. Click the button.
3. Click Edit Profile Picture.
4. Make the changes in the Edit Profile Picture box.
Tech Tip

1. Sign into your Zoom.us account.
2. Select the Profile category.
3. Click Change.
Smart Pitching On Zoom

Brand Your Display Name
Tech Tip

1. While in the Zoom meeting, hover over your picture.
2. Click the ⋮ button.
3. Click Rename and type your name, company and/or tag line.
Smart Pitching On Zoom

Surprise Your Audience with a Poll
SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS
2% OF SALES ARE MADE ON THE FIRST CONTACT
3% OF SALES ARE MADE ON THE SECOND CONTACT
5% OF SALES ARE MADE ON THE THIRD CONTACT
10% OF SALES ARE MADE ON THE FOURTH CONTACT
80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association
Smart Pitching On Zoom

Pitching With Co-Hosts
Co-Hosts Can …

- Admit people from the Waiting room.
- Assist with Security issues.
- Remove Participants.
- Share their screen.
- Change Share Screen options.
- Record the session.
- Change Participant options.
- Run Polls.
Co-Hosts Cannot …

• Create/Run Breakout Rooms
• Create/Edit Polls
Tech Tip

1. While in the Zoom meeting, hover over your picture.
2. Click the button.
3. Click Make Co-Host.

You may have One Host and Unlimited number of Co-Hosts.
Tech Tip

1. While in the Zoom meeting, hover over the picture of the person you want to become the new Meeting Host.
2. Click the button.
3. Click Make Host.

The Meeting Owner can **ALWAYS Reclaim** being the Host
Co-Hosts Can Assist with Security
Co-Hosts Can Report Security Issues
Smart Pitching On Zoom

Ready with Sharing
Sharing Options

• Share Your Opened Files
• Videos (use Share computer sound)
• Files from Microsoft OneDrive, Google Drive or box
• Whiteboard
• Music or Computer Sound Only
• Content from a 2nd Camera
• iPhone/iPad (if connected on same Wi-Fi)
Host & Co-Host Sharing Options

- One participant can share at a time
- Multiple participants can share simultaneously
- Advanced Sharing Options...
Host & Co-Host Sharing Options

- One participant can share at a time
- Multiple participants can share simultaneously

Advanced Sharing Options...
Host & Co-Host Sharing Options

How many participants can share at the same time?
- One participant can share at a time
- Multiple participants can share simultaneously (dual monitors recommended)

Who can share?
- Only Host
- All Participants

Who can start sharing when someone else is sharing?
- Only Host
- All Participants

Advanced Sharing Options...
Benefits of Two Monitors

- View shared screens side-by-side
- Switch between multiple shared screens
Tech Tip

1. While in the Zoom meeting, click the ^ portion of the Video button.

2. Click Video Settings ...

3. Select the General category and click on Use dual monitors.

4. Close the Settings window.
Smart Pitching On Zoom

Annotate & Whiteboard Benefits
Benefits of Annotate & Whiteboard

• Collaboration.
• Brainstorming.
• Training.
• Clarification.
• Engaging participation.
• Saving a screen capture.
Tech Tip

Save Button
Same for Annotate & Whiteboard

1. Click the Save button to save a screen capture of the current shared screen or whiteboard.

2. Click the Show in Folder link to see the saved file on your computer.
Smart Pitching On Zoom

Gallery View
Presenter Tip

Keep your audience engaged by switching between sharing slides and talking directly to them using Gallery view.

70% of all communication is Non-Verbal
Benefits of Two Monitors

• Display presentation on other monitor
• View participants in Gallery view
• Monitor participant’s engagement
Breakout Rooms for Deeper Discussions

• Most Zoom tools (Annotate & Whiteboard) available in breakout rooms – but Polling is not.
• Co-hosts can facilitate breakout room discussions.
• Host can join different breakout rooms.
• Host can move people to different breakout rooms.
Tech Tip

**IMPORTANT:** You must enable the Breakout room option in your Zoom.us account before you can use Breakout Rooms.

1. Sign into your Zoom.us account.
2. Select the Settings category.
3. Scroll down to Breakout room.
Zoom 5 is Here

Important: Update your Zoom App by May 30, 2020

Update Daily – New features added all the time

As of May 18, 2020 – latest version is 5.0.3
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See you at WBEC-Pacific Ideation on Thursday, June 25th

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