

TIME TO RISE



ETIQUETTE IN A VIRTUAL BUSINESS DEVELOPMENT WORLD



ETIQUETTE OVERALL

**When on video meetings
dress appropriately**
Remember you may have to get up
quickly to chase your dog.

**When greeting others instead
of handshakes**
Use the "grasp and greet" or the
"stop, drop, and nod" greetings.

**Eye contact is important on video
and while wearing masks**
Creatively reinforce your message as
they cannot see your expression.

**Announce what is going on in your
world and then get into the content**
Let people know if there are children, dogs,
deliveries, etc. so you can stay focused.

Give people more grace
Respect each other's space, don't judge
people's sensitivities, and remember to
laugh, as we are all so very human now.



MARKETING

Be Helpful
From marketing messaging to conversations,
you need to be more helpful than ever.

**Capitalize on our single,
world-wide common ground**
It's on everyone's mind and will pull them in.

Treat prospects like clients
It's really that simple.

Use video
From educational events to prospect
meetings to networking, video is the
way to go and more acceptable
than ever before.

**Reevaluate what you're offering
and what buyers need**
This has changed!



BUSINESS DEVELOPMENT

**Invest 11 minutes per day
doing BD activities-build in a new routine.**

Be an Enlightener
Provide insights and guidance to drive ROI.

Be clear on how you can create value
Identify impact through the 6 value creators

Creatively customize
and add the human touch to each outreach.

Use multiple channels for outreach
Email, video, LinkedIn, phone, and invitations
to special online events