VIDEO CALLING
cheat sheet

8 tips to make your team rock
video calls like a pro

1. Be there during peak time

55% of customers prefer video calls in the evening, 25% prefer lunch time. Make sure your calendar is not blocked.

2. Prep your customer

Help your customer to prepare with some of these tips. So both of you will turn on the camera, not just you.

3. Testing 1,2,3

Test your internet connection and your audio settings beforehand. The last thing you want is to sound like a robot.

4. Clear your background

Keep your background neutral. Nice decorations like plants and subtle branding are welcome.

5. Lights. Camera. Action!

Make sure you look sharp by positioning lights in front of you (not back!) and set your camera at eye level.

6. Make eye contact ;)

Although it's tempting, look at the camera, not your screen. This will help establish trust and create an engaging experience.

7. Share your screen, please

Avoid misunderstandings. Visualize complex topics like calculations or processes. Your customers will thank you for it.

8. Keep on learning

Ask for feedback and watch the recordings. This will help you to make your next video call better than your last.

24SESSIONS