

Video Call ACTION Plan



Your how-to guide for preparing to sell boats via video chat!

Customer Name _____

Boat _____

Date & Time _____

Lights

Lighting is your friend! Is the boat be outside? moved into the sun? If not, turn on ALL inside lights. Avoid backlighting and spotlights that will washout the image or make you or the boat too dark.



Light Check

Camera

Background – What’s going to be seen in the shot? Can the boat be in the water? Sell Boat-*ing* Stuck on land? Avoid other boats, clutter, distractions or simply general ugliness! Isolate the boat on a neutral, one-color background. WiFi vs. cellular – test which is faster before you go live.



Camera Check

Action

What do you know about the customer? Schedule a phone call prior to the video call if you don’t know the information below:



Rehearsal

Current or Previous Boats: _____



Improve

Family

Occupation

Pets/Teams

Product Presentation Flow and Key Features

Benefits



Check the Mirror!