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.

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.

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:

Current or Previous Boats: _______________________________________________________

Family

Occupation

Pets/Teams

Product Presentation Flow and Key Features

Benefits

Check the Mirror!