

Tips for a Successful Virtual Business to Business (B2B) Meeting



Remote work and expanding technologies for virtual meetings are changing the business landscape. The trend toward virtual meetings has erased geographical boundaries and provided new opportunities for business connections and growth. Remote meetings are an economical method to gain business. When you are interacting on a virtual platform, the virtual platform and surrounding environment play a crucial role in conveying your brand image.

1. Select a good virtual platform and familiarize yourself with its functionality.

Select a good virtual platform and master it beforehand. Ensure that you know its capabilities and functions and practice to prepare for the meeting. Make sure you know how to share your screen and use the chat function. Ensure that all participants are familiar with the chosen platform and have the necessary software installed.

2. Test technology in advance.

Conduct a thorough technology check before the meeting to ensure that audio, video, and presentation tools are working properly. Log on at least 10 minutes before the meeting to ensure everything is functioning as it should.

3. Coordinate scheduling thoughtfully.

Consider time zone differences when scheduling the meeting. Use scheduling tools to find a time that works for all desired participants and send calendar invitations with the meeting details.

4. Ensure a good network strength and be prepared ahead of time.

Have water and tissues handy. Ensure that your devices are fully charged and close any unnecessary applications or tabs that you do not intend to share during the meeting.

5. Create a dedicated office space and a positive background environment.

Remove clutter or mess from your physical background and your computer desktop. Look into backgrounds that “blur” the background behind you to limit visual distractions. Consider an external webcam and a USB microphone to keep a professional standard.

6. Dress professionally.

Your look is part of your brand. Look professional and well kept. Wear neutral tones and solid colors. Avoid busy patterns or jewelry that may reflect light or make noise as you move.

7. Limit distractions and avoid multi-tasking.

Avoid unexpected interruptions from co-workers, children, or pets. Ensure that your phone is on mute. Consider putting a “do not disturb” sign on your door. Stay present and focused. Don’t check your phone or email.

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8. Use a laptop, not a phone.

Always use laptops or desktops for virtual B2B meetings. Although phones and tablets are more transportable, they are not compatible with all data types. Time is money, and if you need to log off and log on with another device, it will result in frustration and wasted time.

9. Use headset and microphone.

Using a headset and microphone will result in better sound quality and better communication.

10. Be prepared and have all supplemental materials ready.

If you are displaying visuals and graphics, ensure that you have all the necessary materials ready and easily accessible. Your professionalism is in jeopardy if you are fumbling to access supplemental materials during the meeting.

11. Maintain eye contact, speak clearly, and encourage interaction.

Be aware of your body language. Posture, eye contact, facial expressions and gestures can all be indicators of your confidence. Speak clearly, concisely and with expression. Resist the temptation to speak too loudly. Pause and ask questions to encourage interaction and check for understanding. Engage in active listening, which develops trust and stronger relationships.

12. Provide a summary, show gratitude, and provide follow-up contact information.

Recap your main points and ask if there are any final questions or feedback before ending the session. Thank participants for their time and attention. Provide your contact information for follow-up.

Effective communication is the key to building meaningful business relationships. Virtual meetings provide a convenient platform for business communication, encouraging collaboration and dissolving geographical barriers while saving time and money. When done properly, virtual communication can help businesses expand their market reach worldwide in a very cost-effective way.

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