

LTEN[®]

LEVEL UP

YOUR LEARNING, LEADERSHIP & IMPACT



Virtual Demo Tools and Rationale



READY PLAYER 1



Virtual Demo Tools and Rationale

A QUICK START WORKSHOP TO DIGITAL PROFICIENCY

LTEN 2024 | Olympus Medical Sales Training



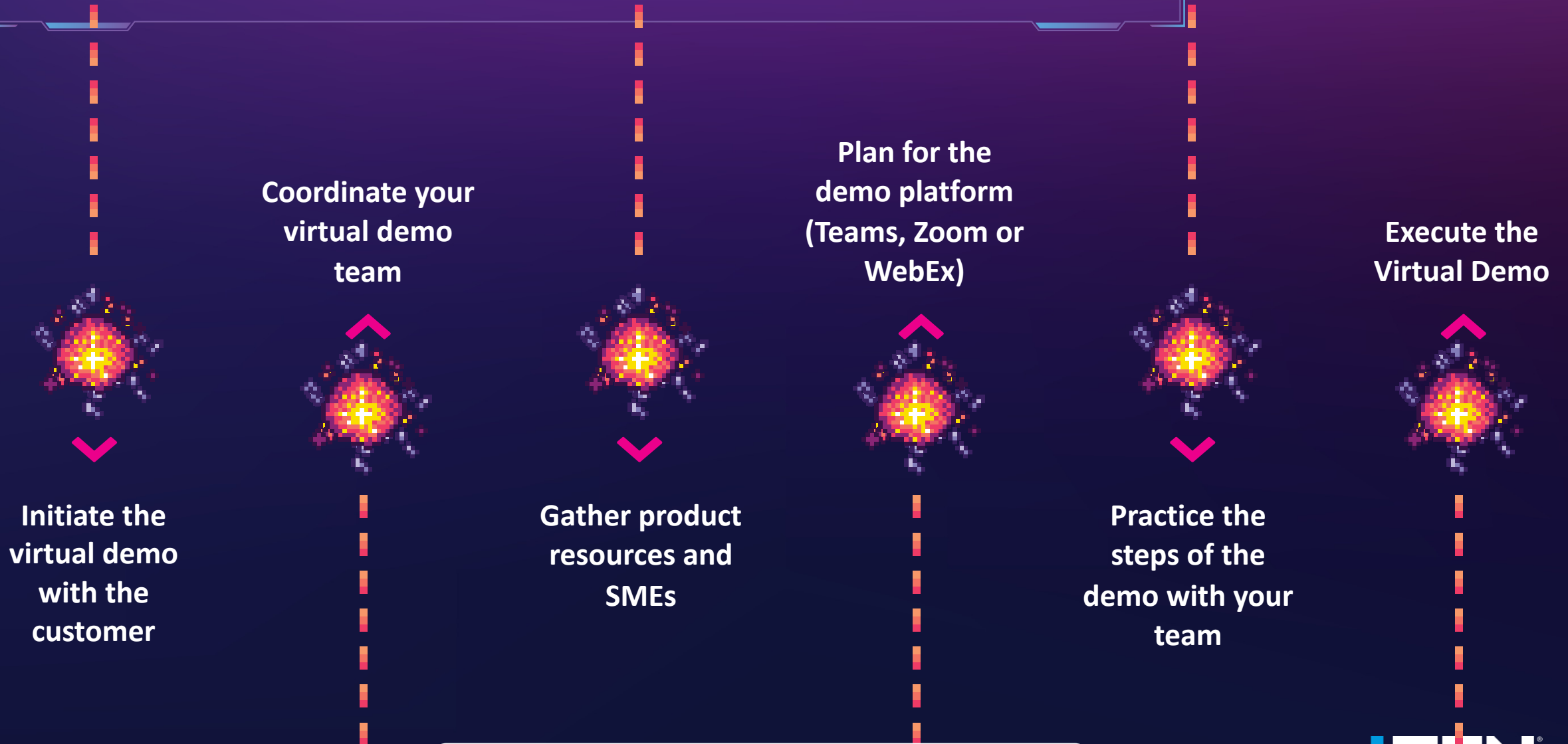
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OLYMPUS



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Steps for Successful Virtual Demos



When to consider a virtual demo?

Onboarding New Hires

- Create product awareness to introduce new hires before they get into hands-on product training

Competitive threat to your business

- Existing proposal slowed/paused due to competitive activity
- RFP and known competitive bid in process

Customer requesting corporate presence

- Additional expertise/perspective
- Request for visibility

Multi-Facility opportunity

- Opportunity to leverage champion voices in a system
- Identified stakeholder participation in corporate presentation with variety of internal SMEs and sales management



Initiating the virtual demo

Product(s) to be demonstrated

- Plan your demo according to equipment availability and shipping timeframes
- Grouping customers into specific opportunities to minimize repeating demo process
- Consider account value thresholds for virtual demos (IDNs, Healthcare Systems)

Virtual Meeting software

- Get up to speed with Microsoft Teams/Zoom and best practices for sharing content
- If the customer is using another meeting software, research the best practices for sharing content

Marketing and Training Support

- Contact marketing product managers and sales training at least 2-4 weeks prior to your demonstration to enable enough time to plan and run through the demo
- Consider creating an invitation template for sales & marketing to use for the customer including products to be covered and meeting details



Coordinate your Demo Team

Sales Management

- Plan to have sales management involved if the demo has a larger impact

Marketing Product Manager/Director

- It is of vital importance to have the product expert on hand to perform the hands-on portion of the virtual demo

Sales Training Team

- Sales training should coordinate resources and provide support virtually and on-site

Field Service/Technical Training

- Contact your local Field Service Engineer and/or Support Specialist to have them available for support.



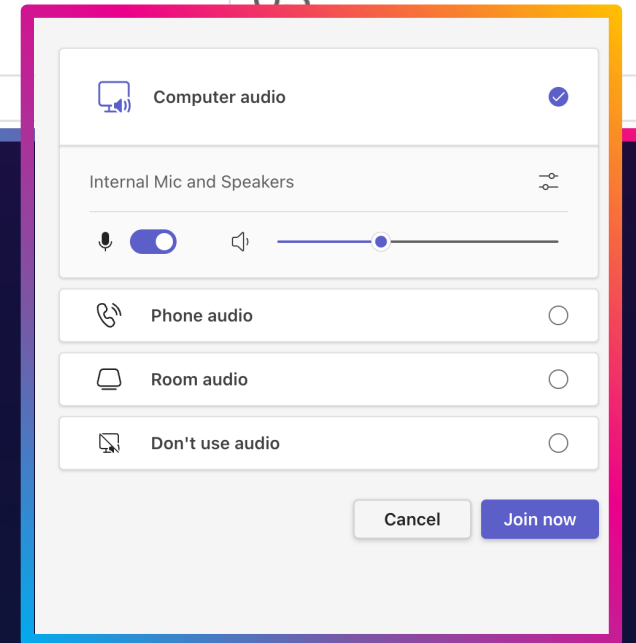
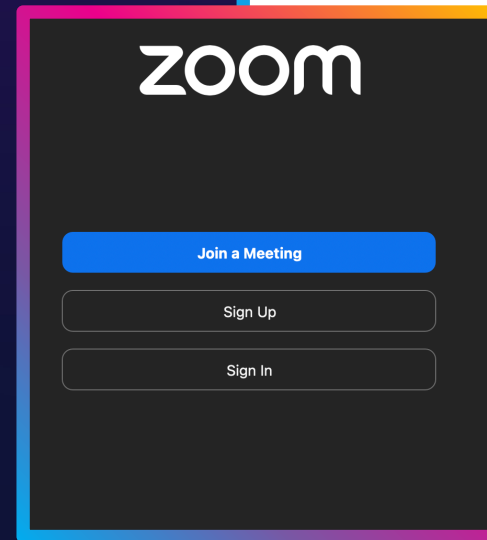
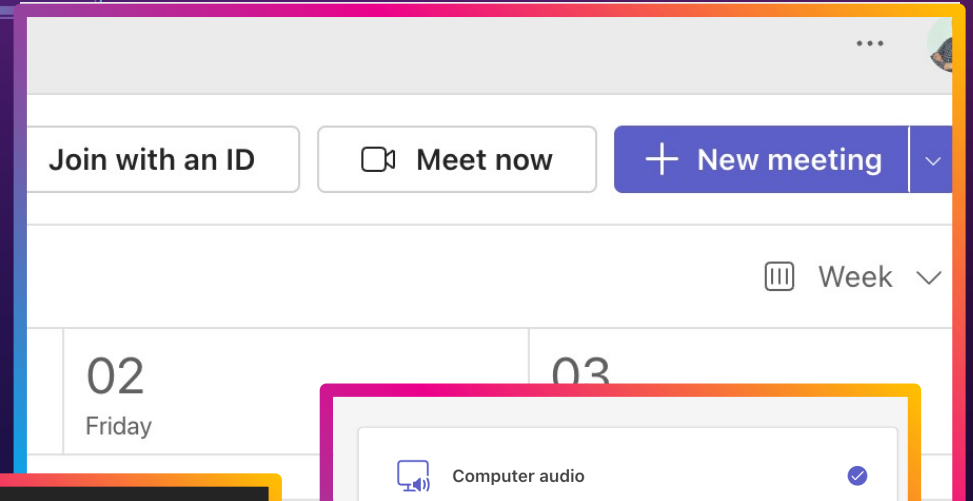
Plan for the Demo Platform

Teams

- Develop your Teams virtual presentation skills in advance of the demo date
- Follow sharing best practices to minimize technical issues

Webex & Zoom

- Know how to share and communicate in Webex
- Utilize file sharing for any interactive materials



Practice the demo with your team

Pre-Meeting

- Coordinate with the team to discuss the plan before you start to create your presentation

Demo walk-through

- Setup a virtual demo team meeting at least 1 week in advance to walk-through the demo cadence to see if there are any aspects that need adjustment
- This is the perfect time to become more familiar with new AV equipment



Execute the Virtual Demo

Virtual meeting decorum

- If you are the meeting owner, set meeting expectations ahead of time relating to camera use, etc.
- Timeliness – be ready to start the demo on time – all our time is valuable
- Using common sense and regulatory approved content and discussions in virtual meetings.



Equipment List

- **ATEM Mini Pro Video Switcher**
 - Power Cable (included)
- **USB-C Cable**
- **Cameras**
 - (Canon VIXIA HF G50 or Other Clean HDMI Output camera)
- **Lumens Ladibug Document Camera**
 - (optional for product detail)
- **Extra Batteries or power source**
 - (2x) Mini “C” HDMI to HDMI Cables (for Canon Cameras)
 - (2x) Camera Tripods
- **Mini Wireless Lavalier Microphone for phone and Laptop**
- **LED Lights 2-Panel Kit**
- **Laptop for Virtual meeting**
- **External HDMI Display (optional but recommended)**
- **Ethernet cable for better data connection in the office or as an alternate to USB-C**



Equipment Price List as of 6/4/24



Supplier Name	QTY	Supplier Part #	MFR Part #	Function	Description	Price Each	Ext Price
B&H Photo Video Inc.	2	CAHFG70	5734C002	Camera	Canon Vixia HF G70 UHD 4K Camcorder	1,099.00	2,198.00
B&H Photo Video Inc.	1	I0G2LU3CM12E	G2LU3CCM12E	Connects Switcher to Computer	IOGEAR USB Type-C To USB Type-C Cable (6.6')	15.99	15.99
B&H Photo Video Inc.	2	PRHDCBL15	HDCBL_15	Connects Camera to Switcher	ProAm USA Mini-HDMI to HDMI Cable (15')	19.95	39.90
B&H Photo Video Inc.	1	GVM-560AS2L	GVM560AS2L	Lighting	GVM 560AS Bi-Color LED 2-Panel Kit	158.00	158.00
B&H Photo Video Inc.	2	FOS5ITP	S5I	Tripod for Camera	Fotopro S5i Heavy-Duty Video Tripod with Fluid Head	139.00	278.00
B&H Photo Video Inc.	2	SAEPSD064G2K	SAEPSD064G2K	Memory Card for Camera	SanDisk 64GB Extreme PRO UHS-II SDXC Memory Card (2-Pack)	53.98	107.96
B&H Photo Video Inc.	1	SWATEMMINIBPR	BLSWATEMMMP	Video Switcher	Blackmagic Design ATEM Mini Pro HDMI Live Stream Switcher	295.00	295.00
Amazon	1		B0CCRXZYHV	Wireless Mics	3 in 1 Mini Wireless Lavalier Microphone	32.99	32.99
Amazon	1		Seahorse 1220	Rolling Hard Case	Seahorse 1220 with foam pick and pluck interior	279.81	279.81
B&H Photo Video Inc.	1	PC193	LUPC193BLK	Document Camera	Lumens Ladibug PC193 HD Document Camera (Black)	649.95	649.95
						Subtotal	4,055.60
			= Optional			6% Sales Tax	243.34
						Total	4,298.94



LEVEL UP

HANDS-ON DEMONSTRATION



THANK YOU

SHARE YOUR FEEDBACK ON THIS SESSION

**CHOOSE THIS WORKSHOP: Virtual
Demo Tools and Rationale**

In the app... easy!

CLICK ON THE SURVEY
and Answer a Few Quick Questions.

CONTACT ME
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Link to Workshop Materials:

- This deck
- Detailed Setup Guide
- Equipment List

