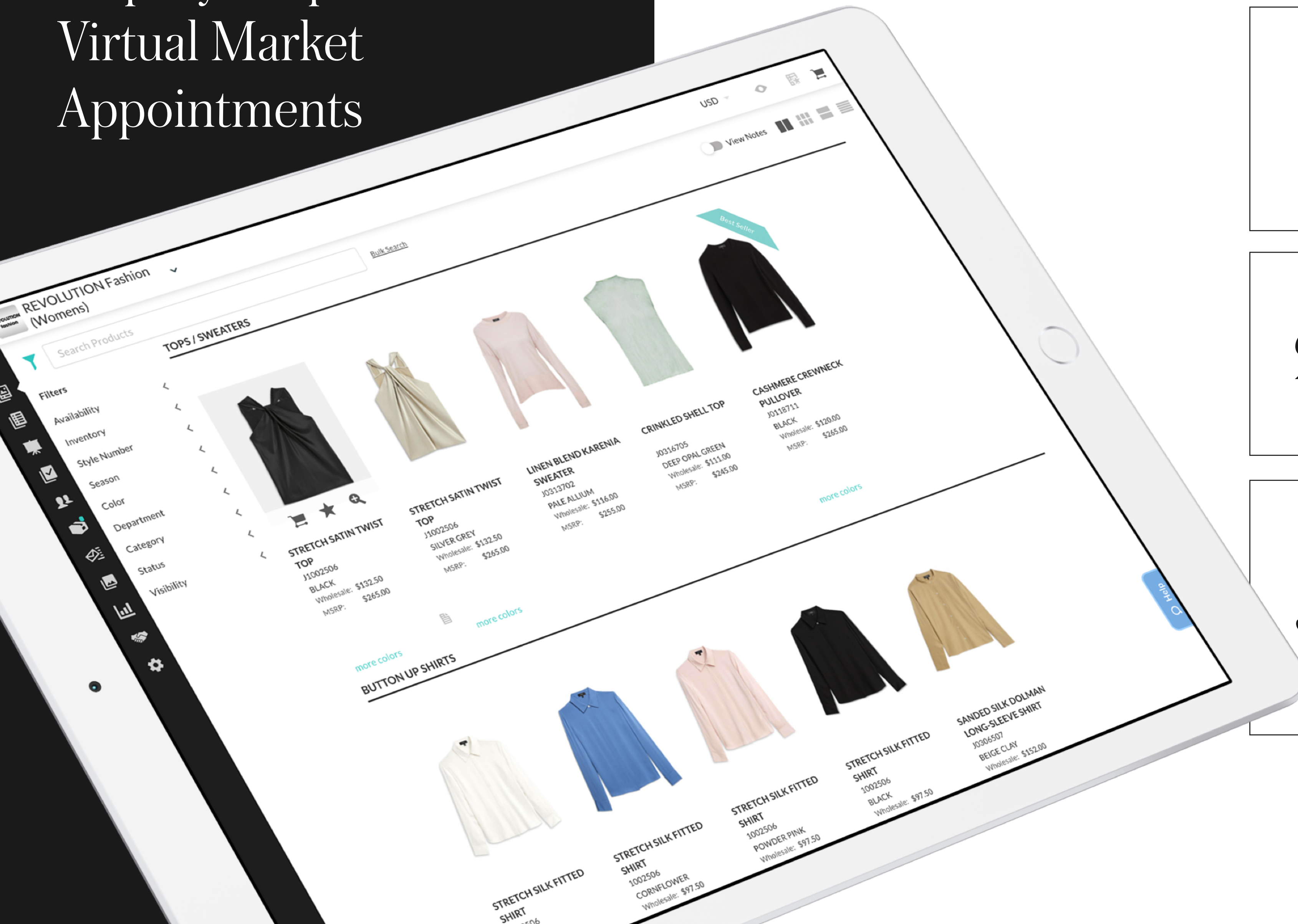




Best Practice Guide To Virtual Selling

Step-by-Step Guide to Virtual Market Appointments



1

Start Here

- Schedule your virtual market appointment
- Download & test your virtual conferencing app

2

Pre-Market Prep

- Curate & design your homepage
- Merchandise & prepare your linesheets

3

Virtual Selling

- Introduce the collection via your homepage
- Walk-through your collection via linesheets
- Capture intent via custom lists & draft order(s)

Choose the Right Video Conferencing Software to Power Your Virtual Market Appointments



- Quick start guide for new users
- How to schedule a meeting
- How to share your screen

Google Hangouts

- Getting started with classic hangouts
- How to schedule a meeting
- How to run a video call



- Getting started with Skype
- How to schedule a meeting
- How to share your screen

GoToMeeting

- Getting started guide
- How to schedule a meeting
- How to share your screen



- Get started with Cisco Webex Meetings
- How to setup meetings
- How to share your screen





Preparing Your Products & Homepage for Market

Customize Your Homepage

Design your homepage with imagery and video to showcase your new collection and tell your brand story.

REVOLUTION FASHION



| PRODUCTS |

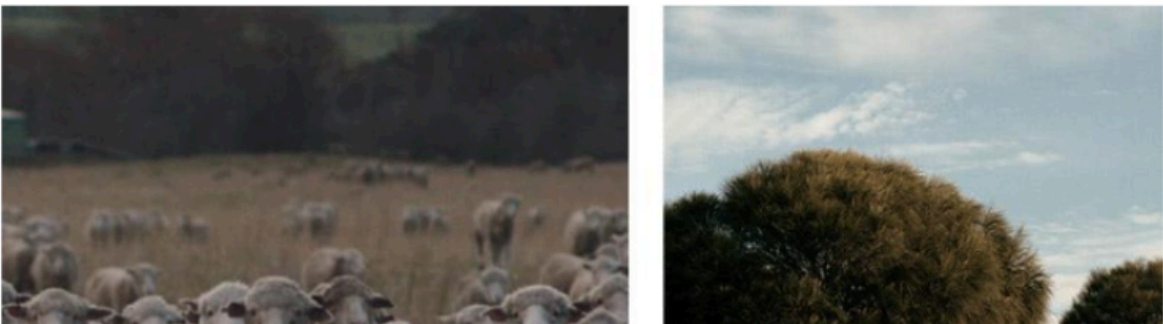
| LINESHEETS |

| ORDERS |



Straight from the Source

On the Beaufront Farm in Tasmania, where we get our wool, Julian and Annabel von Bibra are fourth-generation sheep runners. Deeply



Best Practices

- Highlight the inspiration behind the collection using text, images or video.
- Display the color palette for the collection.
- Top 10 Looks that tell the story of your collection.
- Incorporate international sizing charts.
- Link to your brand’s social media accounts.

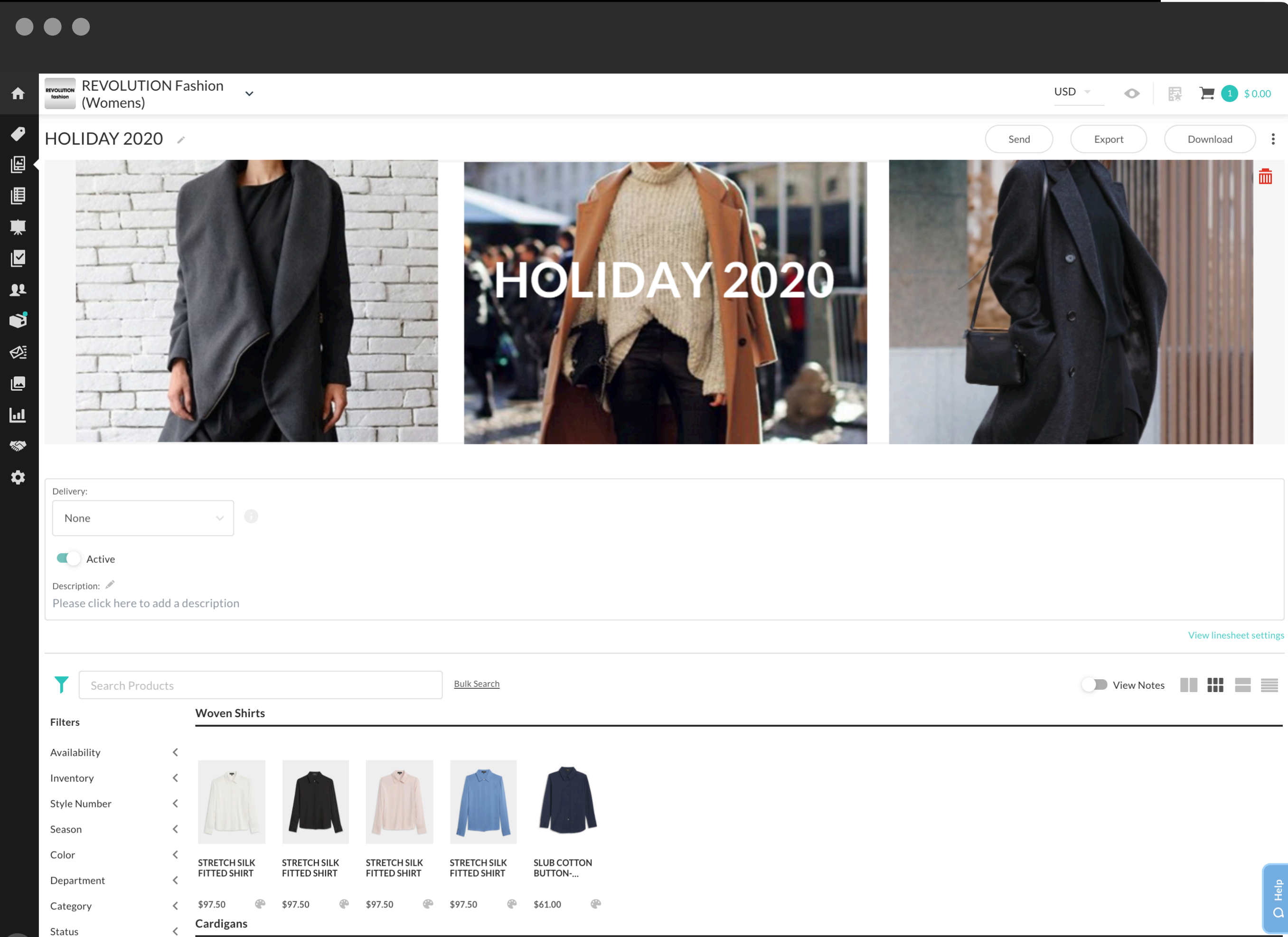
Pro Tip

Email your buyers to notify them your new collection is available for preview online to drive engagement ahead of market appointments.

LEARN HOW TO BUILD OR UPDATE YOUR HOMEPAGE

Merchandise Linesheets

Organize your custom list or linesheets in the order you will be presenting them during the market appointment.



Best Practices

- Add a banner image and square thumbnail to enhance the visual impact
- Separate your product catalog by delivery or category for easy visual merchandising.
- Organize custom lists with headers and section breaks.
- Use product banners to highlight specific products.

Pro Tip

Disable or delete old linesheets or custom lists to keep your portal clean and easy to navigate.

CUSTOM PRODUCT BANNERS 101

LEARN HOW TO CREATE A LINESHEET

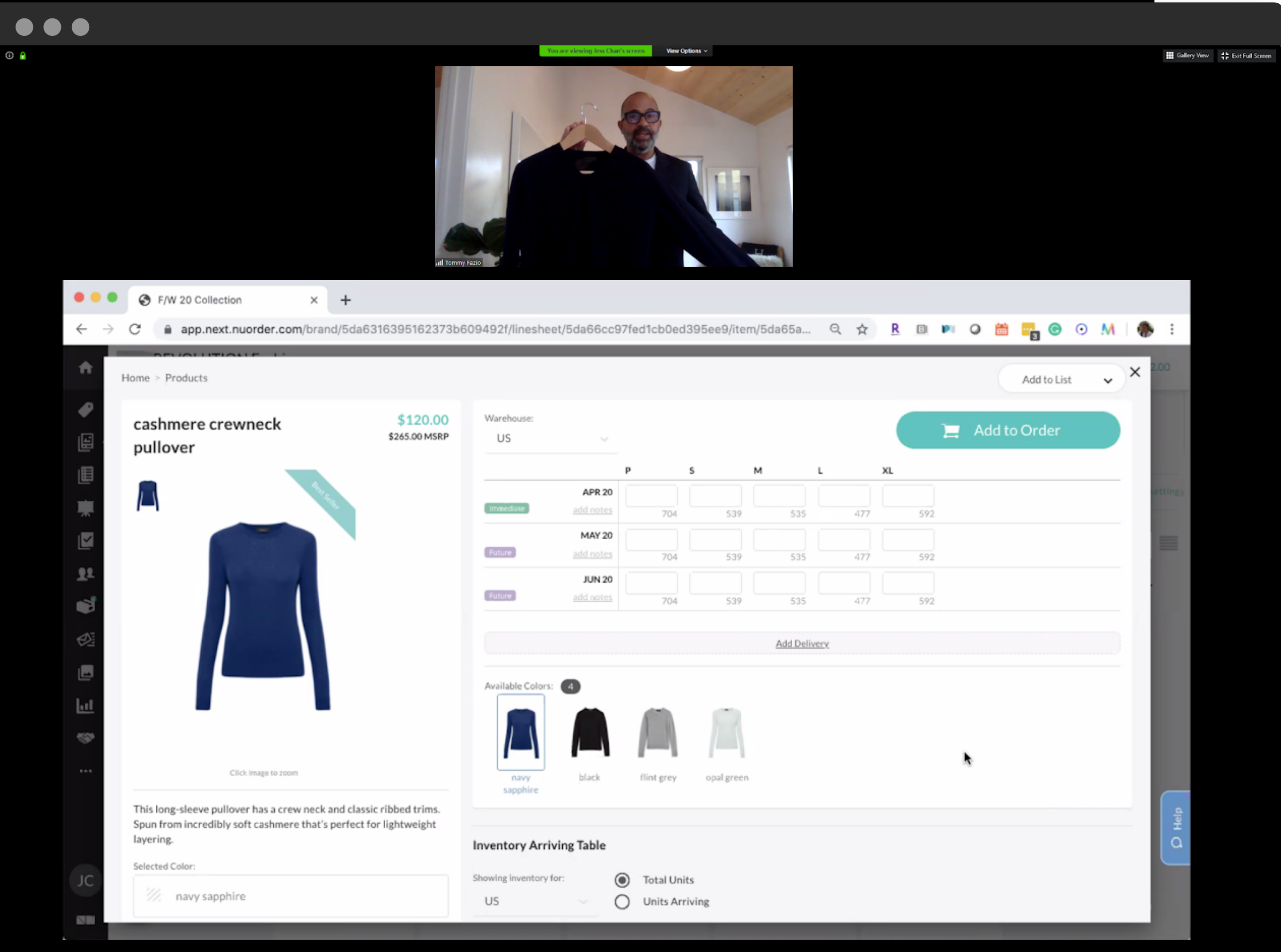
LEARN HOW TO CREATE A CUSTOM LIST



Virtual Selling

Virtual Selling

Walk buyers through the collection using video, linesheets and custom lists.



Step-By-Step Guide

- 1. Setup Your Video Conferencing App:** Get on Zoom or your preferred video conferencing software. Start the screen share and confirm that you and your buyer can see the same thing.
- 2. Start With The Homepage:** Walk the buyer through your homepage to communicate the general look and feel of the collection. Just like you would in your physical showroom, spend time highlighting the inspiration behind the design.
- 3. Switch To Your Merchandised Linesheet:** Present the full product collection to the buyer.
- 4. Capture Buyer Intent:** As you go through your presentation, “star” the products the buyer is interested in to start building a Working Order.

SENDING A CUSTOM LIST

SENDING AN EZ ORDER

SENDING A DRAFT ORDER

Join our Weekly NuORDER Live Webinar Series

Every Tuesday, we host a live conversation where we explore practical ways brands can manage their business online using NuORDER, as well as address the most important topics facing our industry.

When

Tuesdays @ 9:00am PST / 12:00pm EST

How

Zoom Webinar

[Reserve your Spot Today!](#)

Virtual Market Appointment Resources

BUILDING OR UPDATING YOUR HOMEPAGE

CREATING A LINESHEET

CREATING A CUSTOM LIST

CUSTOM PRODUCT BANNERS 101

HOW TO SORT A WORKING ORDER

SENDING A WORKING ORDER



Do you have any questions about any of
the topics covered in this guide?

Contact us at heroes@nuorder.com