

## INSIGHTS + NEWS

## AiVi Nguyen Writes “10 Things I Know About... Successfully building relationships via Zoom” for the Worcester Business Journal

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The use of video conferencing drastically increased over the past year-and-a-half. It has proven to be an invaluable tool that should be utilized going forward. AiVi Nguyen discusses 10 ways to successfully build relationships via Zoom.

**10) Treat it like an in-person meeting.** Actively listen. Let your body language respond as if you are sitting four feet from the person.

**9) Know the technology.** Fumbling around with sharing your screen signals to a potential client you do not do your homework.

**8) Backdrop matters.** Your camera needs to be eye level. Your background cannot be distracting, blinding, or resemble a dungeon.

Continue reading “[10 Things I Know About... Successfully building relationships via Zoom](#)” on the *Worcester Business Journal* website.