



LIVE PRODUCT DEMO

# Virtual Meetings & Calendar Integration



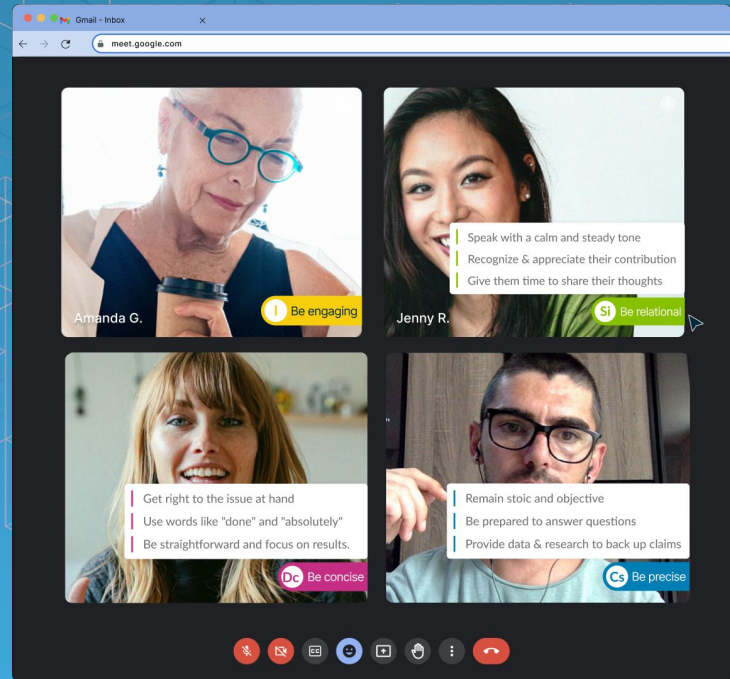
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*VP of Marketing & Rev Ops @ Crystal Knows*



# Today's Agenda

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- Crystal's newest tools
- Live product demonstrations
- Strategic applications
- Frequently asked questions
- Live Q&A





**Do you find it more challenging to connect  
with others during virtual meetings,  
*compared to in-person meetings?***

# Why is knowing *personality* in virtual meetings important?

*It's not just about seeing faces; it's about truly understanding the individuals behind them.*

- **Enhanced Connection:** Deepen connections through better empathy.
- **Improved Communication:** Tailor messages with personalization.
- **Decision-Making Knowledge:** Drive urgency by understanding how different people make decisions.
- **Team Collaboration:** Boost collaboration by increasing the team's awareness about each other's personalities.

**90%** of top performers are high in EQ.

- "Why You Need Emotional Intelligence To Succeed" by Forbes



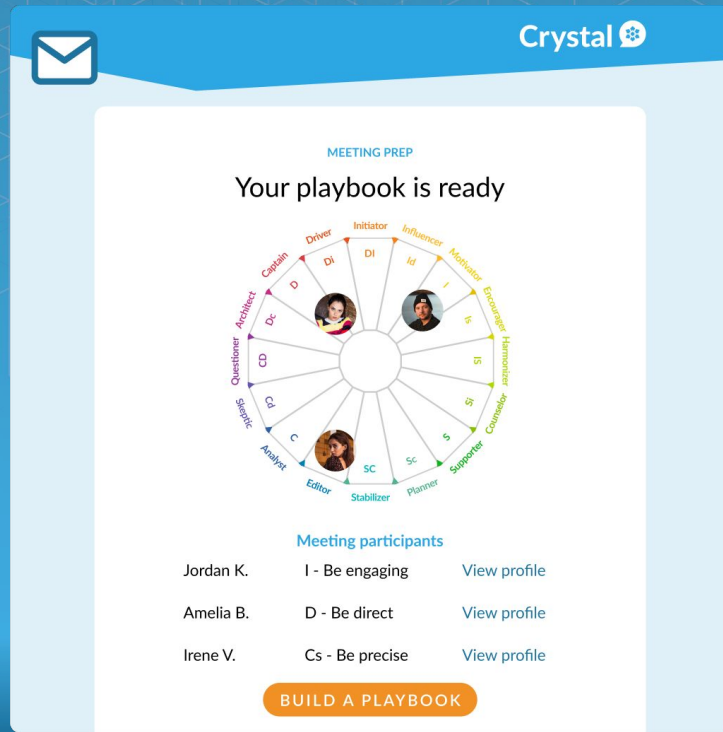
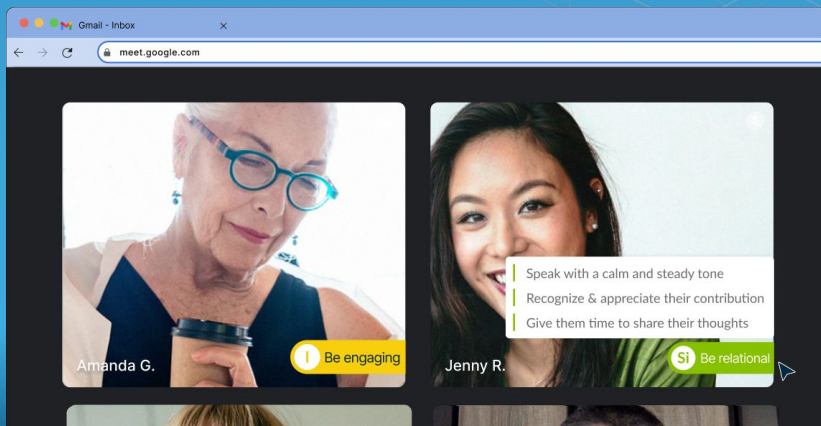


# Meet Our Two New Tools:

## *Crystal for Virtual Meetings & Calendar Integration*

Get DISC personality insights for **EVERYONE** you virtually meet - both **BEFORE** and **DURING** your calls!

Lift your team's emotional intelligence by quickly understanding the personality and preferred communication style of every meeting participant.



Crystal 

*Crystal for Virtual Meetings* 

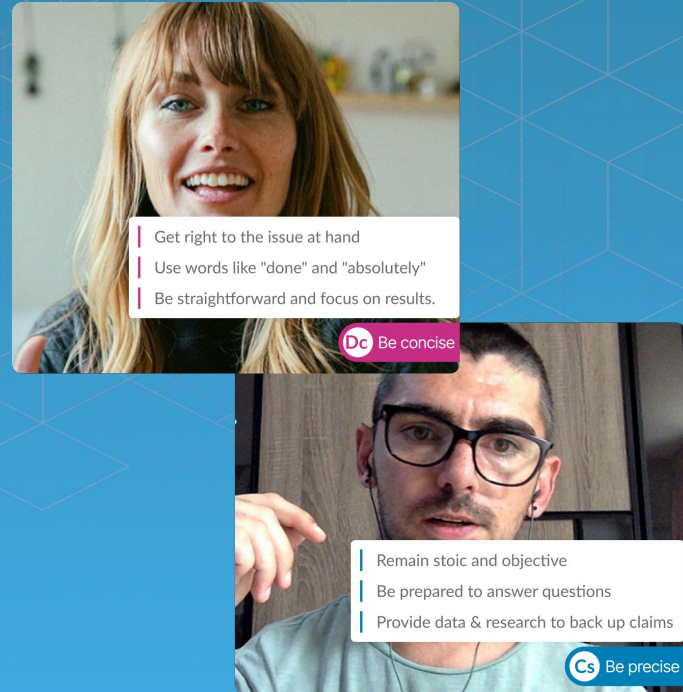
# Crystal for *Virtual Meetings*

Available for all Crystal users (Free & Paid)

See every meeting participant's DISC personality directly within Google Meet DURING your meetings and receive real-time communication guidance! Get access to:

- Automatic DISC Personality Insights
- Quick Communication Tips
- Group Meeting Support
- Break-out Rooms Functionality
- Snooze and Disable Options

*Let's see it in action...*





# Steps to activate *Crystal for Virtual Meetings*

1

## Download the Crystal Chrome extension

Search 'Crystal Knows' on [chromewebstore.google.com](https://chromewebstore.google.com) or [click here to download](#).

2

## Enable it and use the Chrome extension during your meeting

When enabled in the Chrome Extension, Crystal will match each participant with their profile.

3

## Get instant DISC insights & communication guidance for your meetings!

View personality type & insights directly on the participant's video window.





# *Calendar Integration*



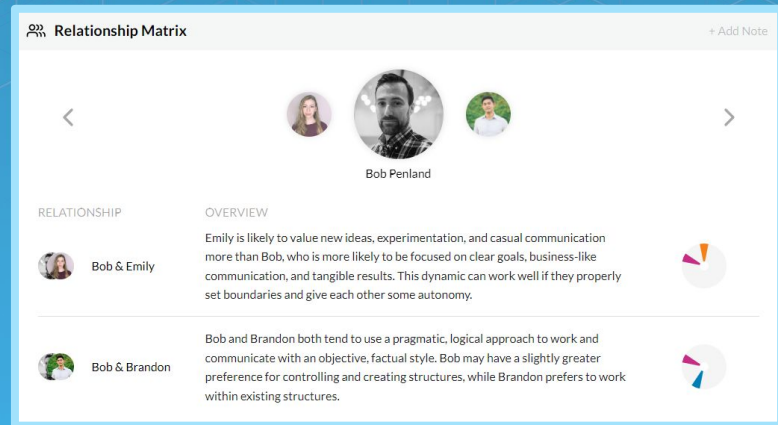
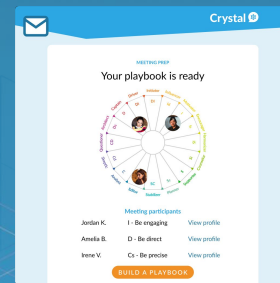
# Crystal's *Calendar Integration*

*Available for Premium & Business customers only*

Come to meetings prepared and ready! Receive automated emails that contain the personality of who you'll be meeting BEFORE every call, and quickly build custom playbooks for any scenario. Get access to:

- Automated Pre-Meeting Emails
- Preview Personality Types
- Customized Personality Playbooks

*Let's see it in action...*



# Steps to activate *Crystal Calendar Integration*

1

**Navigate to the Calendar integration page in your Crystal dashboard**

*Log in to your Crystal account, go to 'Tools' then click on 'Calendar'*

2

**Configure your Google calendar**

*Click 'Configure Google Calendar', sign in with Gmail, allow access to your calendar, and toggle 'Pre-Meeting contact enrichment.'*

3

**Get pre-meeting personality insights delivered straight to your email!**

*Before every meeting, receive insights about each participant along with the option to create personalized 1:1 and group playbooks.*



# Strategic applications

## For Any Business Professional:

Leverage Crystal as your communication compass for confident virtual meetings.

## For Sales Professionals:

Enhance emotional intelligence, accelerate sales training, and adapt communication for effective buyer interactions.

## For Teams and Leadership:

Foster empathy in leadership, create collaborative workplaces, and improve overall team communication.



Crystal 

# Q&A



## Frequently Asked Questions

### **Who can use Crystal for Virtual Meetings & Calendar Integration?**

*Virtual Meetings = All users // Calendar Integration = Premium & Business users*

### **Is there a cost associated with these tools?**

- *Crystal for Virtual Meetings: Free tool, requires profile credits for predictions during meetings.*
- *Calendar Integration: Exclusive to paid accounts, profile credits used for automatic personality predictions pre-meeting.*

### **What platforms are these tools compatible with?**

*Google Calendar & Google Meet (Zoom and Microsoft Teams coming soon)*

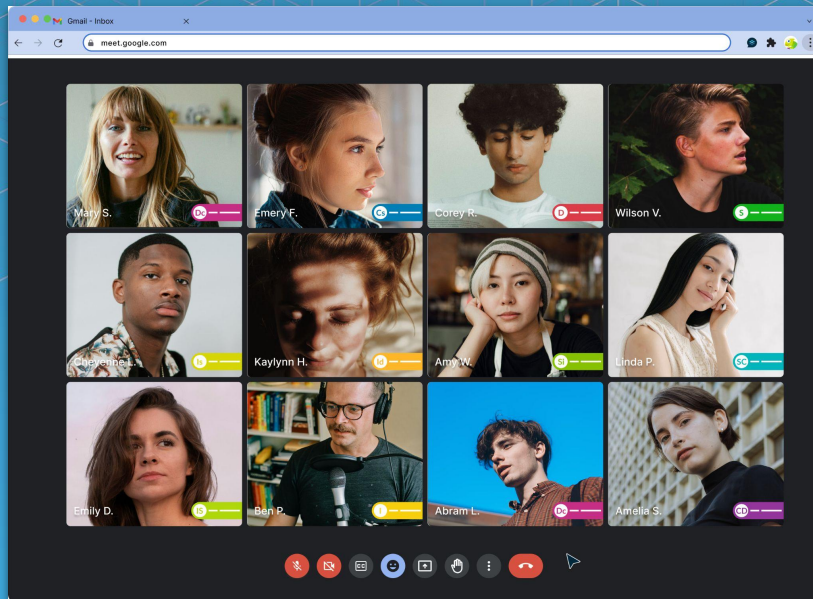
### **Will others know I am using this tool during virtual meetings?**

*No. Only you will be able to see participant's personality insights displayed.*

### **How do I build custom playbooks using Calendar Integration?**

*Click on the 'BUILD A PLAYBOOK' button in your pre-meeting insights email.*

# Elevate your virtual meetings today



GET STARTED FOR FREE



DOWNLOAD SETUP GUIDES