

Title:

WEBconference applications for sales

Word Count:

268

Summary:

The traveling time lost in getting to a prospect is expensive and not necessarily justified due to various reasons, such as when the prospect is insufficiently qualified or when the prospect's role in the acquisitions process is not clear.

Keywords:

web presentation, webcast, teleconference, webinar, internet video conference, audioconference, webconference, web conference, emeeting, skype, software, training, sales, meeting, video conferencing, e-learning, customer loyalty

Article Body:

Problems

Nevertheless, reviewing a proposition with the client will actually save time for everybody as compared to just emailing or using rapid delivery services. Coordinating the responses to bids that involve many different resources within the company (but which are not always available) in conjunction with the deadlines that approach rapidly is, without doubt, a Herculean task. Our services give you the edge here, with the added advantage that the sales team will not be the last to know if a competitor makes a borderline maneuver.

Solution

In some cases, it is more appropriate to conduct a virtual meeting with a prospect, a client, a distributor, or a partner. Through web conference, a PowerPoint presentation, a software demonstration, or consultation of a document may be done online. Also, it is a great way to review and reinforce a proposition already sent to a client by email. Thanks to the presence indicator of the voice over IP software, Skype, other colleagues can be reunited, according to their availability, in order to produce a bid offer. Finally, an alert on the competition allows the exchange of all information related to, and needed for, the sales force.

Results

Reducing the traveling time of representatives proportionally increases their

sales time, thus allowing them to focus better on the task. The level of stress that goes with answering a bid diminishes with better coordination, resulting in the improved quality of a proposal, which may be evident even to the client's eyes. Sharing of experiences among the sales team members, regarding the competition, better equips them to neutralize arguments and to go ahead successfully.