

Eight Ways to Increase Sales Using Web Conferencing

A TelSpan Worldwide Conferencing White Paper

Marketplace Dynamics

Clients and prospects in the marketplace today are more informed, more technically proficient, and more demanding in the ways they want to conduct business. How your sales organization adapts to meet these new environmental dynamics will ultimately determine your sales success.

Online Conferencing versus Face-to-Face Selling

There is no dispute that the need for face-to-face meetings will never be completely replaced by web conferencing. However, this technology does enable you to better manage your sales team, improve your sales cycle, and contribute cost savings to your organization. The National Statistics Council reports that, "37% of an employee's time is spent in meetings," many of which require costly travel and hotel expenses. The danger lies in thinking that the processes, tools and methods you are using today are still acceptable to your clients and prospects.

Action Steps

Below are eight simple ways web conferencing can help you improve how you currently manage everyday tasks so that you and your team are working more efficiently.

Improve How You Manage Your Salespeople

1. **Sales Training** – With web conferencing, you can easily guide your sales team through in-depth product or sales training on their PC's. The application-sharing feature of web conferencing allows you to launch any application from your desktop. This tool also allows you to test your team members' knowledge of your product, service, or their overall presentation skills. You can review market data, share product updates, or roll out a new sales contest to every team member, regardless of where they are located. You can also archive any of your online sales training events to give your sales team access to training and information 24/7.
2. **Monthly Reviews** – Make your sales review meetings more effective by keeping everyone in sync with the presentation or information you wish to review. Instead of sending documents out beforehand by email and trying to keep everyone on the same page, use web conferencing to display your information and seamlessly guide them through the meeting.
3. **Sales Support** – In many organizations, certain sales support members or subject matter experts stand out as the "must have" people you want on your particular account or prospect call. Use web conferencing as a means of utilizing their time, regardless of their location. They could be in another city, supporting another sales rep, but taking time out of their day to give a demo or presentation to your client from anywhere in the world.
4. **Increase Sales Manager Support** – Web conferencing also allows you to be more intimately involved with the accounts that you need to follow more closely and with the sales reps who need your help more often. You are limited to how many places you can be at one time. But with just your PC and an Internet connection, you can be available in a highly interactive way to support clients and your team.

Improve Your Sales Processes and Customer Communication

1. **Decrease the Length of Your Sales Cycle** – During the early stages of prospecting, web conferencing is a perfect way for you to relay the value of your product or service to a prospect. You can respond to questions, concerns and objections in a highly interactive way to further engage the prospect and move the sale forward, without investing a great deal of time or expense. Using web conferencing to present to potential clients will dramatically reduce travel time and expenses, which will contribute significantly to decreasing the length of time between your initial contact and the closing of the sale.
2. **Lead Generation** – There are many ways you can integrate web conferencing into your prospecting efforts. For instance, take full advantage of the daily traffic to your company's website by having interested visitors sign-up for free, scheduled online demos and presentations (sometimes referred to as webinars or web seminars) about your product or service. These demos can be hosted by your internal product "expert" and can include question and answer sessions and other online methods of collecting prospect data for future follow-up. Or, just as you can archive a web conference-training event for your internal employees, you can also archive product demonstrations to post on your site for perpetual access by visitors. This allows prospects to view information on their own time, via an unscheduled and always accessible means. And finally, consider purchasing lead lists in order to directly target and send invitations to prospects promoting a webinar on your specific offering, or on an ancillary topic that is of interest to your target audience.
3. **Maintain and Improve Client Relations** – Repeat business depends on how well your salespeople can engage your clients after the sale. Web conferencing is the ideal tool to maintain that relationship through virtual meetings. You can schedule regular Web events for training, or question and answer sessions, so that they know their issues or concerns will be addressed quickly and conveniently. This also becomes a key selling point to convey during the prospecting stage to assure future clients that support doesn't end when they sign the contract or make the purchase.
4. **Create New and Stronger Sales Channels** – If you are currently managing indirect sales channels, or if you are considering doing so, you are probably already aware of the communication challenges that exist. In most cases, you are constantly relaying information to vendors and partners, one by one, on product changes, certification issues, pricing changes or promotions. To ensure your product and company are represented and promoted properly, your partners need to be trained, certified, and continually kept in the information loop. Web conferencing keeps the communication channels open and consistent, and is a cost-effective means to add value to your channel partners.

Call 1-800-800-1729 or contact us to learn more about conducting online training utilizing **TelSpan's** web conferencing platform, **TelSpanVenue**, as well as **TelSpan's** online registration tool **RegistrationPlus**. Let **TelSpan** show you how utilizing web conferencing can help your organization increase sales.