



## Conferencing White Paper: Sales

Today, many sales professionals are doing more by combining audio and web conferencing. Whether you're hosting a "webinar" or simply walking a prospect through a sales presentation, you can use powerful conferencing features to help you make your point - and convert prospects into customers. Conferencing helps you reach out to more prospects - more often and more cost-effectively. Our services can enhance your sales team's presentation, allowing them to orchestrate a product demo or a "solution selling" pitch using a combination of powerful conferencing techniques.

### ConferencePlus enables you to:

- Invite active audio and visual participation
- Present visual and text concepts from any file type
- Provide personalized help when you need it with real time access to live operators

### Get visual impact and encourage collaboration:

- Present at your pace - control the flow of visuals and slides
- Reinforce key points - use annotation tools to emphasize important concepts
- Share the baton - invite participation while maintaining leadership with remote control features

### ConferencePlus conferencing tools will:

- Create a "parking lot" of ideas to be discussed as the meeting wraps up
- Replay the event to reinforce your next steps, to share with a colleague or to publish the event for others to view
- Provide detailed usage reports so you can best manage your conferencing activities

### Not sure which audio conferencing option is right for you?

Speak to one of our Meeting Consultants at **877 333 2663**.

simplify

ConferencePlus believes that conferencing should not only change the way you do business – it should improve your business processes by increasing productivity and simplifying your business day. We are dedicated to making you and your organization look good by providing audio, web and videoconferencing services that help you maximize every meeting opportunity – anywhere, at any time. Our goal is to ensure that each event is a productive, positive, “no surprises” experience.



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