

## Web Conferencing for Sales Departments

Web conferencing can assist your sales department in many ways from sales presentations to lead generation. Learn More!

- **Lead Generation**

Conduct web seminars on relevant business topics and invite interested participants from the relevant sector. Share documents and websites with the ReadyTalk web service. Follow up with the participants after the conference to judge interest.

- **Content Creation**

Record you call using ReadyTalk's integrated recording service which allows you to capture both audio and web content.

- **Lead Nurturing**

Use the content you have created to nurture your leads that are not ready to buy yet. Keep a consistent presence in front of them with valuable information by inviting them to your web seminars, sending them recordings and having them subscribe to your RSS feed.

- **Sales Presentations**

Invite participants from all around the world and have them join your sales presentation. With ReadyTalk, your sales team is no longer limited by geography. You can upload your presentations to ReadyTalk and we will store them for you so they are there for your continued use each time you log –in.

Activity / Feature	Recording Features	Web Features	Podcasting Service
Lead Generation	✓	✓	✓
Content Creation		✓	
Lead Nurturing	✓	✓	✓
Sales Presentations	✓	✓	
Product Demonstrations	✓	✓	
Increase ROI	✓	✓	✓

**Excellent Service, Outstanding Communication and clear connections! I have used ReadyTalk extensively in the recent past for Sales Opportunities Nationwide without a single connectivity issue, Coast to Coast!**

-Steve Kruzner, Sales, Unique Solutions.

- **Product Demonstrations**

Energize your IT department by having speakers talk about current trends and new technologies. Let your employees conduct internal sessions on their area of expertise

- **Increased ROI**

Enjoy the all of the above features knowing the ReadyTalk web platform is encrypted using SSL and all data stored on our servers uses 256 bit AES encryption. Sleep well knowing your data is safe