



## 10 Ways Salesforce users benefit with ReadyTalk

Need a better way to manage your conferencing data? Fine-tune your attendance and registration records by integrating ReadyTalk for Salesforce. Increase productivity and provide visibility into key sales and marketing activities. Qualify and convert more leads with ReadyTalk for Salesforce — smarter data management.

### 1. Full-Featured Solution.



ReadyTalk gives you all of the tools you need to host large-scale webinars, small product demonstrations, international audio conferences, collaborative meetings, and more.

### 2. Automate.



Save time by eliminating the manual processes associated with moving data between your conferencing/webinar platform and other software platforms.

### 3. Accurate Data.



Automating the data exchange between ReadyTalk and Salesforce improves the accuracy of the data being input and helps avoid duplicate data.

### 4. Improved Visibility



By integrating ReadyTalk with Salesforce, you can review webinar event activities from the Lead and Contact records for more detailed engagement metrics.

### 5. Better Webinar ROI.



Get more from your webinar program by capturing registration, attendance, chat, polling, and post-event survey data. Automatically create new leads for registrants and attendees not already in Salesforce to streamline sales follow-up process.

### 6. Campaign Management.



Want to track your webinar leads from a Salesforce campaign? Simply upload your list of registrants and attendees into the Salesforce campaign and follow-up with prospects after the event.

### 7. Personalized Support and Service.



Count on ReadyTalk's event experts to provide support before, during and after a webinar. Customer care is available 24x7 to support you and your customers.

### 8. Fast, Tailored Follow-Up.



Salespeople have instant visibility into who registered and attended an event, allowing them to follow up after a webinar.

### More Data.



Webinars, trainings and sales demos generate a lot of data—registration, attendance, polling responses and more. Manage all of this data in Salesforce.com.

### 10. Cast a Wider Net.



Want to reach a larger crowd? ReadyTalk can deliver high-quality events to an audience of up to 3,000 with event data available in Salesforce for quick follow-up and accurate reporting.