

# Ramp up revenue and jump start growth with online meetings

Four tips from growing businesses  
with an eye on the bottom line

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**“WebEx is the primary tool for demonstrating our product. It gives us complete flexibility and it’s extremely easy to use.”**

— Toni Pattison, Inside Sales Supervisor,  
Tooling U

**“Our business development team must meet a quota of 110 demos per month. The reporting capability within WebEx makes it easy for us to keep track of each team member’s successful demos. That way, we can reward our employees for meeting and exceeding their quotas.”**

— David Schwartz, VP of Sales and Marketing,  
Equipment Data Associates

Online meetings can dramatically jump start sales volume. That’s why thousands of companies of all sizes—in a wide range of industries—use them every day to maximize sales results while minimizing lost time and upfront investments.

Even in the toughest competitive environments, online meetings can boost revenue. Shorten your sales cycle, maximize your marketing efforts, extend your reach, and improve customer satisfaction. It’s all about sharing your ideas with prospects and customers more effectively—wherever they are.

Discover four proven ways you can capitalize on the benefits of online meetings and realize a significant increase in your revenue.

## 1. Shorten the sales cycle.

Without online meetings, closing a sale can be tedious, costly, and labor-intensive. The time you spend making repeat phone calls for lead qualification, coordinating schedules for in-person meetings, and traveling, all delay the close. The lack of a convincing product demo or sales presentation—and immediate access to a product expert to answer questions can prolong the sales cycle even further.

Online meetings save time. Your sales team can qualify leads quickly by scheduling online product demos or sales presentations using a quick automatic email invitation. Or by jumping into an online meeting in a moment’s notice. Your team can meet with all the prospect’s decision-makers at one time—and do it sooner. Everyone can join from their desk, without having to travel, reserve meeting space, or experience scheduling hassles. Online meetings are also ideally suited for demos of products and services. Prospects get a “hands-on” look at how your solutions address their pain points. And experts can be brought into the online meeting to answer questions on the fly.

Deals close faster because all the decision-makers get all their concerns addressed in real time, minimizing time-consuming “back-and-forth.” And by responding to your prospect’s doubts immediately, you can seal the deal even faster.

Keep your sales teams focused on selling activities by tracking the number of demos each member of the business development team completes. Use online meetings and tracking tools to qualify leads faster, conduct more successful demos, and put more deals into the pipeline—closing them sooner and at a higher rate. It all adds up to a shorter sales cycle and increased revenue for your company.

“It would be cost-prohibitive for us to reach our current list of clients and prospects exclusively in face-to-face meetings ...These webcasts have made a significant difference in our ability to engage with high-level management at healthcare facilities because the webcasts tell our story in such a dynamic, accessible way.”

— David Johnson, Director of Operations,  
Lending Solutions Consultants

“With WebEx, we’re in constant communication with our clients, even if we only talk for half an hour to check on their implementation. Our clients can have as many people on the call as needed. They feel well-supported, and we can ensure they use our products successfully.”

— Harvinder Johal, V.P. Sales,  
Catalyst

## 2. Boost your marketing efforts.

Raising awareness among likely prospects is key to generating enough leads to meet the sales team’s goals. In the past, businesses would typically invite prospects to a regional event in a local venue for in-depth education about their products and services. These events have a high cost per lead due to the limited audience within a reasonable travel time, as well as the added costs of room rental, catering, and travel.

Now you can replace in-person regional seminars with online (web) seminars. A web seminar is convenient for prospects to attend, because it only involves an hour-long time investment they can make from their desks. Ensuring high attendance is easy, too, when you make it effortless for guests to register on your web site to join the web seminar or to download any relevant content. The registration form includes a small amount of information that gives your sales team an idea of the prospect’s needs, along with their contact information and opt-in permission. Use email to invite registered prospects who haven’t signed-up for the web seminar itself, and follow up with direct mail or outbound telemarketing. Funnel web seminar leads to your sales team so they can follow-up to boost attendance for the next web seminar, conduct an online needs assessment, or schedule a sales presentation.

Extend the usefulness of each web seminar by posting a recording of each session on your web site, so new prospects can view it whenever they want. Even create a brand new revenue stream by charging modest fees for new prospects to view recorded web seminars.

## 3. Increase customer satisfaction.

Experienced business people know that careful management of the customer lifecycle—from prospect to first-time buyer to repeat-purchaser to loyalist to evangelist—is key to sustaining revenue profitably. The cost of sales for existing customers is much lower than it is for first-time buyers, which means your profitability is directly correlated with customer satisfaction.

Without online meetings, companies try to keep their fingers on the pulse of customer satisfaction with periodic surveys and the occasional personal phone call. Businesses that have a more consultative relationship with their clients have more opportunities for customer contact, but can still be surprised by customer attrition.

Online meetings offer powerful new ways to keep your customers satisfied. For first-time customers, online meetings streamline your initial training process to ensure your products or processes are used with confidence from the start. For repeat purchasers, online meetings offer a quick and inexpensive way to deliver remote technical support or to review designs, contracts, or important documentation together. Share value-added information about your industry, regulatory changes, or your latest research findings via a web seminar to keep your customers engaged. And take advantage of online meetings to present “mini focus groups” where you give your customers a chance to provide feedback on how your products or services could be improved.

Outperform much larger enterprises by using online meetings to keep customer satisfaction levels high and lock in repeat purchases or contract renewals.

“We’re interacting with people we might otherwise not reach. By expanding our geographic reach, WebEx helped us build our business to 5,000 customers around the globe. Cisco WebEx solutions are now part of our company culture.”

— Dave Kurlan, Founder and CEO,  
Objective Management Group

#### 4. Extend your reach.

Growing companies like yours use online meetings to shorten the sales cycle, maximize marketing efforts, and keep customer satisfaction levels high. But the best news is you can do it all—anywhere on the globe.

Without online meetings, you’re limited by geographic barriers and, as a result, lose out to larger competitors with regional office networks or to smaller competitors with a geographical advantage.

Use online meetings to interact with customers you couldn’t reach otherwise. It’s a great tool for jump starting your growth. Available worldwide, web seminars raise awareness among your full range of qualified leads, many for the first time. Sales close faster because new customers get questions answered—promptly and at a low cost. Review even the most complicated designs or legal documents as if everyone were in the same room. Gain the reach of a much larger company by jumping into online meetings anywhere there’s an Internet connection, so your customers get training and support right when they need it.

Use online meetings to win and satisfy customers better than the competitors that dominate the industry. Having the biggest sales force or the most offices is not the advantage it may have been before online meetings. Now you can offer world-class support and training at a much lower cost and spend more time collaborating with your customers anywhere, any time—while maximizing productivity.

## Discover the bottom-line advantages of Cisco WebEx online meetings

Online meetings make it easy to ramp up revenue and jump start growth. Persuade with online demos, close sales faster, boost your marketing efforts, expand your reach, and support customers better online. Many growing companies like yours rely on leading Cisco WebEx™ solutions for web meetings and on-demand collaboration. Try an online demo today.

Join these customers who use Cisco WebEx solutions to meet their growing sales needs:

- Catalyst
- Equipment Data Associates
- Lending Solutions Consultants
- Objective Management Group
- Tooling U

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### **Learn more about Cisco WebEx solutions.**

Request a consultation with a solution specialist by email at [sales@webex.com](mailto:sales@webex.com). Or visit us online at [www.webex.com](http://www.webex.com).