

# Cisco WebEx solutions for sales and marketing

Reach new markets and close  
deals faster

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Web conferencing is the way to exchange ideas and information over the web—anytime, anywhere. It combines real-time desktop sharing with phone conferencing so everyone sees the same thing while you talk. Blast through your sales numbers by making sales calls online or deliver engaging, interactive events over the web to audiences around the world. Web conferencing is far more productive than emailing files back and forth or relying on conference calls alone. Save the face-to-face meeting for the most important discussions, and use the power of web conferencing to:

- Deliver engaging, interactive presentations.
- Demonstrate products live, in real-time.
- Conduct Q&A sessions with multiple subject-matter experts.
- Keep your distributed teams updated on the new initiatives and opportunities.

Web conferencing can also help fill your pipeline. With its global reach and ease of use, web conferencing can help your organization develop and execute successful marketing and lead generation programs that deliver high-impact results without breaking your budget:

- Hold creative sessions with your marketing and advertising teams.
- Coordinate event invitations, reminders and follow-ups.
- Present to large virtual audiences from anywhere in the world.
- Use archived events for ongoing lead generation.

You can use web conferencing throughout your business—to share information, engage prospects, collaborate with colleagues, train customers and even provide remote support. And most companies who choose web collaboration choose WebEx® solutions from Cisco®—the leading set of innovative products that help you save money, increase efficiency, improve communication, boost sales and customer satisfaction and take your business to new heights.

## Successful selling with WebEx

Cisco WebEx™ solutions accelerate the entire sales process—from qualifying leads to closing deals. You no longer need to waste time and money travelling to every sales call. Use WebEx to engage customers anywhere in the world:

- Share documents.
- Deliver presentations.
- Demonstrate product features.
- Discusses solution benefits.
- Answer customer questions.
- Review contracts.

Don't limit your customer interactions to emails and disjointed phone calls. Build sales—and relationships—by connecting with customers in a whole new way. Let the potential customer test-drive your application using WebEx or show them your product in action in a video file. Invite subject-matter experts to get even the toughest questions answered to help overcome any objections and close the deal faster. Or turn a sales call into an interactive discussion, allowing the customer to share information about their business, challenges and needs.



Meet your prospects online anytime, anywhere, on any platform.

Got an interested prospect on the phone? Start a WebEx meeting in one click and begin showing the product in seconds. Your customer can join in from anywhere, on any platform—Microsoft®Windows®, Apple®Mac®, Sun™Solaris™, Linux®, Unix®,—even on their smartphone. They don't need a subscription to WebEx or experience in using web conferencing. It is fast, easy and efficient.

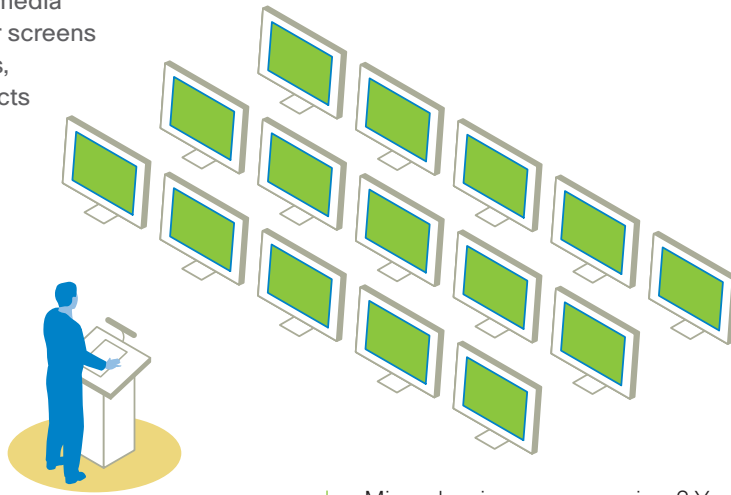
You can also use WebEx to keep your sales team in sync. Just because your team is scattered around a large geography, it doesn't mean that they can't stay up-to-date on the new marketing initiatives or sales opportunities. Deliver training, discuss product strategies and share ideas—all with the interactive power of WebEx.

WebEx is not just another sales tool. It delivers a tremendous competitive advantage and helps your sales team work smarter. It is a solution for cutting costs, reducing sales cycles and closing more deals—faster.

### Smart marketing solutions with WebEx

Before you get the prospect on the phone, you'll need to fill your pipeline, generate a steady stream of leads, deliver your marketing message to potential customers, and get the word out about important company news and new product launches.

Deliver engaging multimedia events to the computer screens of employees, partners, journalists, and prospects anywhere in the world.



Use WebEx solutions to develop and execute entirely new, creative marketing and event strategies without breaking your budget. Deliver dynamic, interactive webinars, product launches and other events to anyone who has web access and a browser. Get your message out to a broad audience fast and deliver your events more frequently for less cost.

- Show your customers and prospects live, interactive presentations and product demos using WebEx.
- Integrate phone conferencing with real-time sharing of visual content.
- Open up your session for questions.
- Use chat, annotations, polling and other innovative tools to bring your marketing message directly to your audience.

With WebEx, you're not limited by the size of the conference room or a geographic location of your meeting. Instead of spending money on flights and hotels, put your resources into developing a crisp and effective marketing message and deliver it in real time to audiences that you could never reach before.

WebEx works for any size group—from one to 3000—and enables you to create global presence that was previously reserved for large companies with hefty marketing budgets.

Missed an in-person seminar? You're out of luck. Missed a WebEx webinar? No problem—just click the link to the event recording and get the same content at a convenient time. As a marketing or event manager you can use the recording and on-demand playback features as a very effective lead generation tool. Even after the event has ended, you can follow up with your prospects by offering the link to the recording, thus increasing the ROI of the event. No need to maintain separate databases of event registrants or export numbers to get attendance reports. Use WebEx to send reminder emails, deliver the events, pull reports, gather attendee lists and deliver follow-up messages.

WebEx solutions also help accelerate your marketing programs execution cycles. Keep an open communication channel with team members, vendors and agencies. Coordinate schedules, strategies, ideas and activities to ensure that programs get implemented on time and on budget.

## Why WebEx? SaaS, security, reliability, performance

Cisco WebEx solutions are delivered as software-as-a-service (SaaS) over the web, so they're easy to access from anywhere in the world, on any computer platform.

- Get started quickly, with no large upfront investment.
- Count on enterprise-grade security, reliability and performance.
- Leave maintenance and upgrades to us so you can focus on your business.

There's no hardware to buy and no software to install. Just a low, predictable, monthly fee. Your subscription even includes upgrades and enhancements, so there's no need for additional resources.

Count on great meetings—whenever you need them. The Cisco WebEx Collaboration Cloud delivers superior performance and always available reliability, providing the best, most reliable and secure web collaboration service.

Customers around the world trust their online meetings to WebEx. It's easy to make WebEx solutions part of your business. Just tap in from your browser or your iPhone. WebEx is always available when you need it, on demand. This makes WebEx the ideal choice to fulfill your most ambitious goals for marketing, sales, meetings and events.

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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).