



SALES FORCE MESSAGING

“Launching a new product is more than just training the sales force. We need to build confidence and keep them engaged.”

THE CHALLENGE: Winning the Sales Team's Confidence in Your New Product

You're launching a new product and your sales team is inundated with information from all sides. That's useful; but you know that winning the sales team's confidence is critical for success. You've had the big sales meeting, but how can you keep the momentum and convey the key messages with emotion to inspire them, without hosting another meeting?

THE SOLUTION: With Video, the Sales Force Can See, Hear, and Feel Your Messaging

By supplementing your marketing and sales collateral with videos – product videos, customer testimonials, engineer video blogs, etc. - your sales team can see, hear and feel the emotion of your organization, wherever they are, on any device and when they need it. The collaborative features allow for quick feedback and keep the team engaged.

THE IMPACT: Your Customer Feels the Excitement and Confidence

When your sales team is confident of the product and in synch with the messaging, you maintain momentum and meet your launch goals. Your team is more effective and stays engaged.

With ***Ravnur's Collaborative Video Solutions*** you can inspire and support your sales team—when they need support and information, in the language they understand, and regardless of where they are. Ravnur's solutions integrate into your existing CRM and sales applications, SharePoint, and other portals to support your sales teams around the globe.

Key Benefits —

Keep the sales team engaged and maintain momentum after the global sales meeting with videos that inform and inspire. Whether sharing the latest customer testimonial or a product demo, seeing is believing.

- Increased understanding
- Reduced travel costs
- Keep remote sales people engaged
- Enhanced sense of community
- Uniform messaging across teams

Business Value —

- **Supplement** marketing material and sales training with an integrated, on-demand video library of sales meetings, training sessions, video blogs, messages from management and peers, and other content – all available on any device.
- **Reinforce** corporate messaging, compliance initiatives, business objectives and training programs with engaging videos, in the user's own language.
- **Imbue** the sales team with the corporate culture using videos that convey emotion and excitement from company leaders, colleagues and customers.

BUILD KNOW-HOW, NOT INFRASTRUCTURE

Discover even more benefits from ***Ravnur's Collaborative Video Solutions*** by downloading additional use cases from <http://www.ravnur.com/solutions>