

## Title:

Best practices for eSales

## Word Count:

296

## Summary:

The eSales is applicable to several stages of the sales process: in prospecting while in a WEBinar, in the occasion of a presentation, preparing a submission, the review of a proposition , the negociation of a contract and lastily for the coordination of a project and the client's satisfaction follow up. In the last case, we refer to is correct to call eMeeting. It is also a wonderful tool for commercial training for new representatives and partners in eLearning.

## Keywords:

web presentation, webcast, teleconference, webinar, internet video conference, audioconference, webconference, web conference, emeeting, skype, software,training, sales, meeting, video conferencing, e-learning, customer loyalty

## Article Body:

## Preparation

eSales profits from personalizing the viewer meaning the entrance or lobby of the meeting room with a PowerPoint conceptual model which illustrates the client's activity sector. A large array is offered among the Resources under SERVICE. In fact, the same model could be use for the presentation to a prospect. Depending upon the number of participants, you could decide between a telephone conversation or an audioconference service. The invitation is transmitted by e-mail with integration with most CRM applications. In the case of coworkers, the invitation could be done via Skype, followed by an attendance indication.

## Progress

Many Conferenceware fonctionnalities help to the success of eSale. First, a PowerPoint presentation and the screen sharing to hold a demonstration or display Word or Excel documents, for instance. Also, many presenters could intervene under the guidance of a conference master and each participant could be authorized to draw or write on a presentation. The presenter might transmit to the participants a screen saver with notes or any file or image, such as a proposal. Finally, the prospect's opinion, but usually of his/hers circle of 'influence', could be requested through a mini questionnaire like one for the

importance they give to your differentials in order to detect their buying criteria.

Follow up

Conferenceware provides a detailed report of the participants to a WEBconference and their answers to the different questions. In another matter, the integral recording of a WEBconference, voice and images, can be imported to your local disc and saved in the client's file of your CRM software like an attached file to a contact. Replayed, it could be considered as a tool to review opportunities by a sales director or as a pedagogical material to train representatives, mainly to share better practices.