



## Mastering Technical Sales: Skill Building Workshops

### ***MTS-202 : Remote Demonstrations and Web Casts***

In the current cost-conscious environment, the use of remote demonstrations and web casts are on the rise. Yet, there is nothing like "being there" and looking your customer directly in the eye. This one-day workshop provides the skills, training and advice to make your web casts a closing tool. Learn techniques to attract and retain attention, prevent e-mail drift and Blackberry fade-out, promote customer interaction and when you should and should not use Remote Demonstration technology.

#### Workshop Outline

- The Pro's and Con's of Remote Demonstration Technology
- What You Are Up Against : The Other Side of the Phone Line
- Example : How NOT to demo remotely
- Getting Started
- Class Exercise - Descriptions and Visualization
- Holding Their Attention
- Class Exercise - Putting it into Practice
- Finishing Strong and Closing
- Final Presentation and Exercise

*"I used to think our web casts were absolutely and positively the best way for us to lose the business! Now they are both cost-effective and productive."*

■ General Manager, NA Operations

*"One short, 30-second tip from this workshop changed my entire technique. Now I no longer dread the faceless remote demo."*

■ Senior Sales Engineer, CA