

Smart salespeople are leveraging Web conferencing to boost sales in tough times. When the economy slows, salespeople face even greater challenges than educating consumers and overcoming objections. The relationship between salespeople and prospects has become more important than ever.

When building relationships over great distances, budgets no longer allow the luxury of frequent travel. The only way to stay cost effective is to find a means of communication that allows individuals to form close personal bonds without the expense of travel. Audio and web conferencing serves as an affordable and simple way to stay in close contact with prospects and maintain these important relationships.

Audio and web conferencing is a solution that lets salespeople build long-distance relationships that carry continuous streams of opportunity. These services have made it easier to show prospects how a product works, answer questions and overcome objections. And because web conferencing can be done on the spot, anytime, anywhere, the lines of communication are always open.

Not only are salespeople keeping communication open through audio and Web conferencing, they are also building relationships with more prospects than ever before, leading to a greater rate of sales. Audio and Web conferencing is such a time saver that salespeople can use it to build relationships with as many leads as they can acquire. Salespeople can give a personal touch that was simply not possible when wasting time traveling all over the country.

Another way the audio and Web conferencing helps salespeople is by bringing together all the stakeholders in a buying decision. When times are tight, purchase decisions often require multiple approvals, take longer to accomplish and are often completed only with trusted vendors. With an audio or Web conference, all necessary parties are included in one place at one time, shortening the length of time it takes to close a sale.

Audio and Web conferencing can also be helpful for salespeople when it comes to doing more with a smaller budget. Costly printed materials that highlight products and features can now be delivered via the web and then reviewed with a prospect during an audio or Web conference. This gives the salesperson the perfect opportunity to answer questions, build rapport and overcome objections with more prospects in less time and for less money.