

design to sell

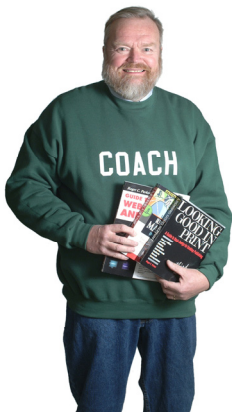
Resources for making design
your strategic marketing partner

How to profit from webcasts

Recent price cuts make it easy to add visual persuasion to phone calls and teleseminars

Convert telephone calls into presentations

One of the best aspects of the Internet age is the way costly and hard to use tools soon become affordable and easier to use. Until recently, for example, the costs and complexity of webcasts limited their use to large corporations. Now, they're available to individuals and small firms.



Roger C. Parker has been helping firms and individuals profit from design since 1985

What are webcasts?

Webcasts permit you to *visually reinforce* your message when talking on the phone to individual clients or prospects, or *up to 1,000*. Visual adds impact to your message and focuses your callers' attention.

As long as you and your callers have Internet access, you can share information on your computer monitor with clients and prospects located across town, or around the world.

Instead of sending information after the call, you can show caller's what you're

talking about *during the call!* You can share PowerPoint visuals, Excel Spreadsheets, or show callers specific web pages.

Web meetings versus webinars

There are two types of webcasts. The primary differences are audience size, the time it takes to set up an event, and the amount of caller interaction available.

- *Web meetings.* Meetings can be set up instantaneously, 24/7. You can share your screen while interactively talking to—typically— 1 to 10 clients and prospects.
- *Webinars.* These usually must be scheduled at least a few hours in advance. You can present to up to 1,000 attendees, but without telephone interaction. Attendees can hear, but not speak. They can, however, submit questions electronically.

Profit opportunities

Choose *web meetings* for 1-to-1 telephone calls, group sales presentations, training, customer support, or interactive workshops. They convert routine calls into high-persuasion, relationship builders.

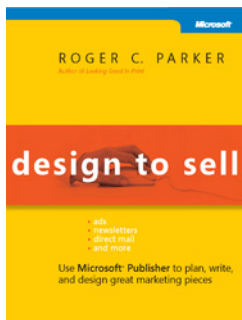
Choose *webinars*, however, for low-cost, travel-free presentations to hundreds of clients and prospects. Use this feature for

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introducing new products and services to hundreds of prospects at a time.

Is it for you?

Start by analyzing your needs. Ask yourself questions like:

- *Message.* How can I enhance my marketing message by making it “visual” for clients and prospects?

- *Number of attendees.* How much capacity do I need? Do I want to interactively communicate with a few, or do I want to “broadcast” to hundreds at a time?

What to look for from vendors

Consider questions like these:

- *Setup.* How much time does it take to set up a web meeting or webinar? Can you began events on the spur of the moment—i.e., during an existing phone call?

- *Capacity.* How many people can attend meetings and webinars?

- *Availability.* Is there a limit on the number of hours available each month?

- *Bridge line.* Is a free conference line included in the base price?

- *Recording.* Can I create and download recordings of the call?

- *Ease of use.* How easy is it for first time callers to log on to a meeting or event?

- *Compatibility.* Can attendees use both Apple Macintosh, and other, computers?

- *Registration.* Does the service offer easy online notification and caller registration, limiting access to authorized callers?

- *Recording.* Can I create and download recordings of the call?

- *Muting and panelists.* Can I mute some, or all, callers? Can I include *panelists*—or other presenters—on Webinars?

- *Polling and chat.* Can I poll callers during large events? Can callers submit questions to me via e-mail messaging?

Choosing the right vendor

There are two additional, very important, questions, beyond the basic costs of the web meeting or webinar programs:

1. *Commitment.* Is a commitment, or contract, needed to get the best price?

2. *Step-ups.* Can you begin with a basic web meeting program, and step up to a full Webinar program at a later date?

Getting started

You might want to begin by visiting vendors with a lot of experience in the area, such as www.gotomeeting.com.

Profit from my experience

Contact roger@designtosellonline.com, or call 603-742-9673 for assistance setting up a customized webcast program.

I can help you profit from this exciting new marketing tool by preparing the personalized PowerPoint templates and *event plan* for the coming year.