askmar Multimedia Sales Tools

Do you sell to companies in Japan, Korea, or China? askmar can provide you with multimedia sales tools that enable sales representatives to be more effective and productive in selling your products and services.

We live in a media centric era where expectations have risen such that non-professional presentations reflect unfavorably upon the presenter. Powerpoint presentations are frequently perceived as boring and tedious. Fortunately, modern software tools make it possible to deliver multimedia sales tools in a cost effective and compelling manner.

Multimedia content enables fully engaging prospective customers. Done correctly, they can minimize the need for bringing a sales engineer and/or equipment on a sales call — enabling a non-technical sales representative to better sell to a technical audience.

Problems

Challenges in selling technically complex products and services in foreign countries include:

- The sales representative may have an incomplete or incorrect understanding of the product.
- Meetings are often required at multiple levels of the company, many of whom are either not technical or have less than perfect command of English.
- You want the sales representative to be able to focus on selling and developing the customer relationship, not upon having in-depth technical knowledge.
- You want your sales materials and tools to help differentiate yourself from competitors — demonstrating that you can provide superior service and support.
- It may not be possible to easily or quickly provide a convincing demonstration of your products.

Solution

Simply translating written sales materials is an important first step. Realtime webcasts can be scheduled if the customer has the necessary resources, and personnel with the necessary language skills are available.

A service provided by askmar is the design and development of short, inexpensive, multi-language videos with foreign subtitles and/or voiceovers. These videos can be provided either on DVDs or accessed on a website.

Typically the introduction video is one or two minutes in length and states the problems faced by the customer and the solutions that your company provides.

For each solution, a separate video is provided that provides more in-depth information, again in one or two minutes. Typically one or more live examples are provided.

The principals espoused by Peter Cohan in his book, "*Great Demo!: How to Create and Execute Stunning Software Demonstrations,*" are used to quickly get to the point, and convey value to senior- and mid-management.
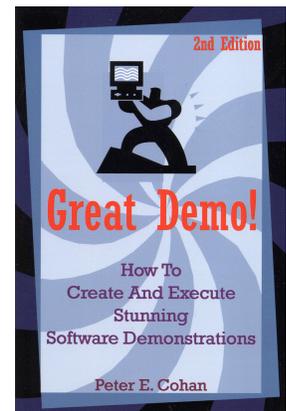
Implementation

Usage of the following integrated Macintosh software tools provides significant improvements productivity.

- Apple's Final Cut Pro Studio Pro 2 integrates video and sound editing, with motion effects and DVD scripting and production, allowing significant productivity savings to be achieved.
- Adobe Illustrator and Photoshop are used to create additional assets
- RapidWeaver is used with off-the-shelf CSS templates to create desired webpages.
- Inexpensive royalty free, stock photographs from companies such as istockphoto are used.

As part of its deliverable, askmar provides the source files used to create these multimedia sales tools on *customer supplied* disk drives.

Workflow

The **first step** is to define the most important problems faced by the customer, the USP (unique selling proposition) that differentiates the company from its competitors, along with the specific solutions it offers.

The **second step** is to create a multimedia presentation script describing the use of images, graphics, and animation, along with the English narration.

| Video	Dialog
Picture of man putting hand to ear to hear better	We all have <u>times</u> when it is hard to clearly <u>hear</u> music or speech.
Hand on knob	We <u>compensate</u> by turning up the volume, speaking louder, or waiting until we are in a more quiet location,
Woman in car on cellphone	but <u>fundamentally</u>, we want our cell phone, radio, or other product,

Our experience finds that just adding voiceover to Powerpoint bullet presentations results in boring presentations — without a live narrator, you get "Death by Powerpoint."

The **third step** is to record the voiceover narration. Words that should be emphasized are underlined in the script. *In general, it is better to get approval and consensus on the final presentation, before doing translation for subtitles and/or recording foreign language voiceovers.*

The **fourth step** is to assemble the assets into a video, synchronized with the voiceover dialog. Typically, if only subtitles are to be provided, this is done at the DVD level. If foreign language voiceovers are to be provided, it may be advantageous to incorporate these at the point that the video is assembled.

The **fifth step** is to create a DVD. Typically this includes providing the necessary scripts for selecting different language subtitles and/or voiceovers.

Creating Multimedia Sales Tools Flowchart
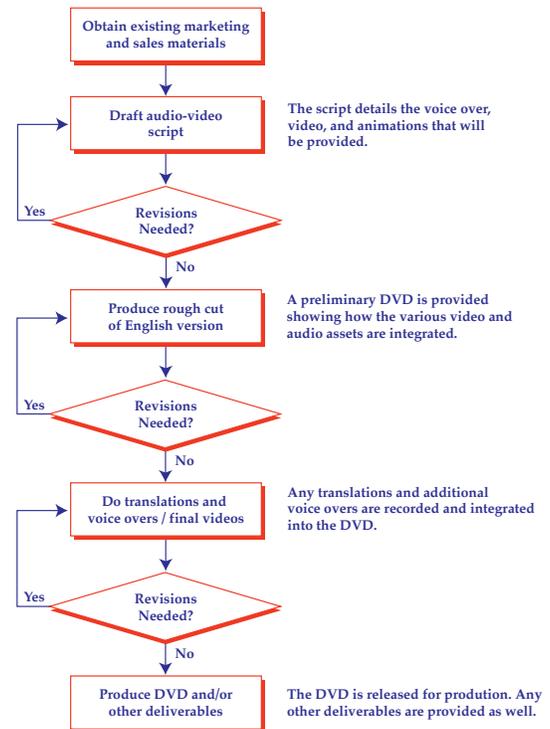
1/24/2008

Summary

There is no substitute for having a sales representative get in the face of a customer. An effective multimedia sales tool uses images and voiceovers that are tightly scripted to provide information in a concise and compressed form resulting in a presentation that is more engaging and effective. It enables a sales representative to spend less time doing a presentation and more time on selling and developing the customer relationship.