

HOW TO...

SELL DIGITAL DICTATION

Get on board with the digital revolution

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Dealers looking to cash in on the digital dictation revolution need to pay particular attention to the word 'digital'. That's the giveaway, the clear signal that dictation has entered the 21st Century of hi-tech gadgets and hi-speed networks.

First off, appreciate it's a whole new world with a whole new language demanding a whole new skill set – but it's also a huge opportunity to sell complete solutions. That's hardware, software, installation and on-going services, thereby massively extending the on-going revenue earning opportunities.

Currently, the majority of dictation users are relying on analogue, tape-based systems. But specialist vendors in vertical markets such as legal are already demonstrating that there is a very healthy uptake of new digital systems because it affords everyone a 'win-win' situation.

A standard product demonstration will go a long way to convincing users to make the switch. Stylish, intuitive devices sit comfortably in the palm and enable one-handed operation; the professional .dss standard gives excellent recording quality with the bonus of small file sizes; an array of functions gives users the ability to edit, insert, annotate, time stamp, ID, prioritise and file away dictations, all impossible with analogue equipment; and voice files can be transmitted effortlessly to the transcriber via multiple distribution options – from anywhere to everywhere!

Digital devices will certainly tick all the boxes for users but buyers and specifiers will invariably be looking for more than just product performance. And that's where selling the solution comes in. Apart from professional, best-of-breed digital devices, an intrinsic part of digital dictation



is the workflow software that controls the filing, distribution, processing, management and archiving of the voice files generated by system users. By harnessing workflow, organisations can make the whole dictation-to-transcription process far more cost-effective and time-efficient, with files sent electronically, urgent transcriptions immediately flagged up and length of dictations instantly gauged to facilitate workload balancing.

But with any solution sell, there's a commensurate level of consultancy and hand-holding. Selling units is one thing but asking clients to re-engineer their dictation system is quite another, despite the unequivocal user and business benefits it will bring. That's why a good salesman will be able to explain what a shift to digital means.

It's not just about fancier dictation machines. You need to factor in both IT and business process considerations as well as some retraining issues. What is particularly helpful here is that, with a supplier such as Grundig Business Systems, firms do not have to make the 'big switch' in one go. Digital systems can co-exist with legacy analogue equipment, which gives customers the option of making the change at their own pace, perhaps working through department by department. The client-oriented dealer will be on hand to guide them every step of the way – and to secure a long-term revenue stream into the bargain. ■

TOP TIPS

>> 1.

MAKE A STUDY OF THE NEW TECHNOLOGY AND UNDERSTAND THAT DIGITAL DICTATION IS MORE OF A SOLUTION AND PART OF THE IT-INFRASTRUCTURE THAN SIMPLY A SET OF PRODUCTS.

>> 2.

RECOGNISE THAT SOME CLIENTS MIGHT WANT TO UPGRADE TO DIGITAL IN STAGES – WORK WITH THEM TO DEVELOP A STAGING PLAN.

>> 3.

UNDERSTAND THE DIFFERENCES BETWEEN SUPPLIERS' RANGES – THERE ARE FREQUENTLY HUGE GULFS IN SPECIFICATION, USABILITY, AND OTHER SUCH AREAS.