

# sell. conferencing

Get connected with a new sales avenue. By **Niman's Chris Sulej**



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**a**udio conferencing provides a viable alternative to business travel, saving both time and money by significantly reducing unnecessary journeys. But just one in three UK companies currently use this type of 'green friendly' technology, according to recent research conducted by Niman – so there's huge potential for dealers to exploit.

Simple to install and operate, stylish desktop conferencing units can provide a valuable new revenue stream for dealers. But how is it best to successfully integrate this into your business portfolio and sell the concept to your customers?

Start with reality. We live in a very dynamic business world where collaborative decisions need to be quickly and efficiently made so that companies can be first to market with a particular product. The difficulty with this is that the people involved in the process don't necessarily all live and work in the same location. It could well be there's a manufacturer in China, a design team in Rome, and another manufacturer in South America.

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## TOP TIPS

- ➔ Talk to customers about the benefits of conferencing whenever you get the chance. Conferencing is about low cost solutions which are easy to implement, generating tangible benefits.
- ➔ Use a common sense approach to get your message across and emphasise that conferencing is about business investment, saving major travel costs.
- ➔ Conferencing is another tool in the business bag both for dealers and their customers.

The challenge is to get all those people together at one moment in time. What exists between all those decision makers is a common factor of distance. Audio conferencing allows you to eliminate distance between decision makers because it provides a quality of sound that is as if the people are in the room together. It's like being there.

Dealers should establish with the end user what types of

people they do business with. That's not just the people they sell to, it can also be their suppliers as well. Start collectively putting them together in groups and identify how each one interacts with the other. Start looking at how they do business together, for example do they have to get on a train, a plane, a ship or travel by car? How many people are involved in that? Does that involve someone coming from another location to be involved? It all adds up. Then start costing all this together. It's not just in travel and hotel expenditure, it's lost time in the office as well. There's a significant cost on the business in lost hours.

Conference calling is about increasing productivity and providing the platform for effective communication on a global scale. Audio conferencing is not a cost on the business, it is an investment. You can quantify the returns almost straight away. Dealers should emphasise that a simple conferencing unit could pay for itself with one saved business trip. Every customer no matter whether they are a home worker or a CEO of a large conglomerate can make use of a conferencing unit.

It's about end users stealing a march on the competition. The message is simple: be smart, get ahead, get a conferencing unit. ●