



SOLUTION BRIEF

Polycom® Solutions for Sales and Marketing

Become more efficient, more knowledgeable and increase sales opportunities through collaborative solutions

Benefits

- Enhanced customer relations
- Improved work/life balance
- Widespread information reach
- Increased sales
- Efficient sales process

Key business processes/workflows

- Corporate communications
- Customer service/support
- Distance learning
- Fiscal planning
- Interview/recruitment
- Relationship management
- Training

Sales success can be measured in a number of ways – primarily revenue, pipeline/funnel, cost of sales, and so forth. But, creating customer opportunities and managing them is no easy task.

Polycom collaboration solutions allow sales and marketing teams to be more efficient, more knowledgeable and more productive. Video collaboration enables more sales professionals to engage in more in face-to-face discussions to solidify true opportunities and further qualify others. Salespeople can use collaboration to manage extensive territories and regions or to help customers resolve business problems. Marketing professionals can manage external agencies, coordinate internal activities and launch to widespread audiences.

In short, Polycom collaboration solutions enable better tracking of sales opportunities, enhanced customer relationships and better alignment of sales and marketing goals and objectives

Key metrics and the associated Polycom benefits for sales and marketing include:

Revenue generation

Sales teams can use Polycom collaboration solutions to keep in regular contact with customers and partners. And they can keep in contact more often, building strong, trustworthy customer relationships and uncovering new opportunities. Training and other key sales-related information can also be viewed on demand, minimizing time out-of-the-field and improving productivity.

Pipeline/territory management

Polycom collaboration solutions can be used as a complement to traditional CRM solutions such as Salesforce.com, SalesLogix or Goldmine. Sales managers can have face-to-face discussions or audio calls with their sales team, customers or partners to better evaluate and qualify opportunities.

Improved communications

With Polycom collaboration solutions, regular, interactive staff meetings allow teams to collaborate on strategies, best practices and role-play skills. Motivational boosts or team recognition can be given directly from sales management. Product experts can join calls to visually explain competitive features or advantages. And, marketing experts can explain market trends or show the latest marketing collateral.

Improved work/lifebalance

Work and life balance is improved with Polycom collaboration solutions since sales calls can be made over voice or video instead of through travel. Salespeople who can balance work and family are often more productive, more motivated, and apt to stay with the company longer.

A day in the life of a sales and marketing professional

Morning: staff meeting

Internally, a successful sales team requires regular planning, tracking and review to achieve the targeted results. Regular staff meetings allow time to review, reflect, revise, and collaborate. With Polycom voice and video solutions, staff meetings take on a new dimension. Conferences can include colleagues from all sales territories. And collaboration helps everyone in sales and marketing start the day on the same page.

Mid-morning: customer meetings

In essence, sales is a relationship- building business. Salespeople can use Polycom collaboration solutions to manage extensive territories and regions – keeping in touch with customers without having to physically be there. Less travel not only reduces costs but also allows more customers to be reached within a time period. Frequent contact results in building of strong, trustworthy customer relationships. And new business opportunities within existing customers are often uncovered upon the establishment of a Trusted Advisor role with a customer.

Early-afternoon: new product training

Could your enterprise use a more efficient process to offer new product training and updates on new features and releases? What if such training could happen simultaneously, across the enterprise? The ideal solution should increase training effectiveness, yet minimize the impact on resources and financials. Polycom collaborative solutions can effortlessly extend training reach, maximize resources, minimize time constraints and reduce training costs across the board.

Mid-afternoon: product feedback

Successful project management usually requires a number of stages, which could include product definition, design and testing, product release and life cycle management. With Polycom collaboration, marketing teams and engineers worldwide can collaborate over audio and video on product ideas. Engineers can hold calls daily to expedite product design and receive marketing input as effectively as in-person meetings. Launch plan coordination is simplified. And, product information updates can be disseminated to the field instantly.

Late-afternoon: customer negotiation

Polycom makes it possible to keep communications with key customers open and recurring. Collaboration tools are not intended to completely replace in-person meetings, but with award-winning Polycom technology, the experience is coming close. The ability to add context through audio and visual subtleties and to glean feedback in real time helps to strengthen customer relationships and increase loyalty.

For more information on Polycom enterprise solutions, contact us at enterprise.solutions@polycom.com.

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About Polycom

Polycom is the global leader in open standards-based unified communications and collaboration (UC&C) solutions for voice and video collaboration, trusted by more than 415,000 customers around the world. Polycom solutions are powered by the Polycom® RealPresence® Platform, comprehensive software infrastructure and rich APIs that interoperate with the broadest set of communication, business, mobile and cloud applications and devices to deliver secure face-to-face video collaboration in any environment.

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