HOW PITCH AVATAR HELPED SOFTPROM TO INCREASE SALES AND SAVE TIME FOR PARTNERS

PROBLEMS

- Train salespeople on new products in-house and with partners
- Train new salespeople
- Support for remote employees
- The need to make sales presentations to clients and partners at any time
- Difficulty on agreeing on the time of presentation
- High cost of attracting listeners to webinars and low attendance
- Difficulty on agreeing on the time of reporting meetings within the company
- Low quality of the short presentation of value from the seller (pitch), a lot of technical details that are not always important for the first introduction of the client to the product

SOFTPROM, an IT VAD distributor operating in 15 countries since 1999, has over 100 vendors and more than 80 salespeople.

How problems have been solved BEFORE and why there is no result.

- Using services like calendly to make appointments - X schedules change quickly and you have to move appointments
- LMS systems for training - X distracts salespeople from sales and there is no interactivity
- Partner portals with materials on products and presentations X partners and customers are not easily able to visit different vendor portals
- Youtube recordings of pitching presentations - X clips are not interactive, long and completely unlistenable

pitchavatar.com

What Pitch Avatar has implemented

- Adapted content: sales presentations of more than 50 SOFTPROM IT vendors, voiced, added a script and answers to frequently asked questions
- Pitch Avatar is used for internal training
- Presentations to customers and partners are assigned with web links
- Information about what footage of presentations watched by the listener is stored in the CRM
- Pitch Avatar is used on product landing pages as a "non-stop" webinar; the listener can call the speaker, all leads are automatically saved in the CRM
- Internal reports are sent to the supervisor as a presentation. If there are any questions, the supervisor calls the subordinate in the application
- Each salesperson's cell phone has a centrally updated set of presentations
- Presentations are used for outreach, mailings, social networking posts

What values are obtained

Fast seller training and instant onboarding

A new salesperson puts the mobile app on and can immediately make a presentation on a product he doesn't even know. After watching a 3-minute pitch, the salesperson understands what the product is about and what values to offer to whom.

Increase the number and quality of presentations and closed deals

Managers send a potential client or partner a link to a quality presentation to the client voiced by product experts. The salesperson receives a notification in his smartphone that the listener has entered and uses his skills as a salesperson without wasting time studying the content in the video..

Reduce the cost and increase the efficiency of webinars

Instead of the expensive procedure of organizing and inviting to the webinar, Pitch Avatar's recorded presentations are now put on web pages about the product with the ability to call the presenter and answer questions. But it distracts the presenter to waste time giving the same presentation over and over again to new listeners.

Lead Generation and New Customers

Presentations suggest entering client data between slides to continue and these data of new leads are saved in the CRM as well as all questions and data of how long listeners were on different slides.

Reporting on the work of salespeople

All data about what visitors were listening and what presentations they were watching is recorded in the system and in CRM. There are reports on the work of presenters-salespeople on the presentations made.

Increase the efficiency of partners and expand their assortment

The distributor provided a catalog of presentations to partners and partners can sell immediately by having professional "virtual salespeople." Partners can study a portfolio of 50 products in 15 minutes and choose what their customers are interested in and can send a link to their customer right away.

Reduced time to negotiate presentation times and report to management

Salespeople no longer waste time negotiating presentation times but simply send a link and customers or colleagues connect when it suits them, and salespeople receive notifications and join or are called to Q&A sessions.

Reduced time for your customers' end-user customers
End users no longer waste time negotiating with distributor partners during presentations. Pitch Avatar allows you to watch a "pitch". Listeners don't waste time listening to something they may not be interested in or searching for answers to frequent questions that are immediately available.

Quantitative results
- The number of presentations with clients increased by 100%
- Speakers' working hours for presentations decreased by 10 hours per month on average
- Labor time for joint reports decreased by 1h per month
- Time to start selling new products decreased by 1 month
- Agreement time decreased by 10h per month
- Number of deals generated increased by 25%

Pitch Avatar helps us generate new opportunities and track salesperson activity through presentations. We reduced employee onboarding time and gave our partners a sales tool. Now our employees can focus on customer relationships and closing deals, rather than repeating the same presentation over and over again.

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