



## The Virtual Salesman

### *Free Lunch & Learn*

January 23, 2018 | 11:30 am – 1:00 pm

*Location*

Manufacturers Resource Center | Hanover Office Plaza  
961 Marcon Boulevard, Suite 200 | Allentown, PA 18109



Imagine that you could give the perfect sales presentation every time to thousands of prospects and have your best clients accompany you on the sales call to brag about your company. This can only be achieved with video!

Video is the best way for clients to have experiences that they may not otherwise have, whether it is a tour of your facility, a testimony from your client, or a behind the scenes look. The bottom line is that people prefer to watch rather than read, especially the Millennials

#### **What you will learn:**

- Why video should be used to bolster sales efforts and improve the client experience
- The different types of videos
- How to create an effective sales video to shorten the sales cycle and increase revenues
- How to position video content on your website to attract prospects
- How to distribute video content and position it in social media
- Why to use videos to educate clients or use videos as a service or value add

#### **Why you should attend:**

- The process of selling has changed and you will learn about new opportunities
- Reach new clients and new markets,
- Increase cross selling and up-selling opportunities,
- Drive revenues and profitability.

**Target Audience:** Sales and Marketing Executives

**Presenter:** Jeff Tintle, Founder, Managing Director, [Thrive Media](#)

**Registration:** [www.mrcpa.org/events](http://www.mrcpa.org/events)