

Teach, Train, and Sell

*Bring Results
with Webinars*



**Webinar Success Playbook
for Enterprise Sales Teams**

Are you on a lookout for a new way to deliver more and more ambitious results? Still searching for marketing and sales power-tool to reach your company's business goals?

Then, you're in the right place.

In this **exclusive e-book**, we will decipher the entire successful sales process. Starting from your staff training and finishing with your customer retention and up-selling your products – you can do it all with one simple software solution: **Webinars**.

– CONTENT –

From this e-book you will learn how to:

- Onboard and train your employees
- Attract prospects to your product*
- Convert them into qualified leads...**
- ...and then turn leads into clients***
- Make them stay with you for longer****
- Upsell and cross-sell your products

But most importantly:

- Save time and money

*Lead Generation

**Lead Nurturing

***Deal Closing

****Customer Retention

– INTRODUCTION –

Knowledge is the new oil

Selling products and services is a growing challenge, especially when it comes to the **B2B sector**. It's not a new statement, but **content marketing** has totally changed the game.

In-depth, informative, **valuable**, and most of all **customer-oriented content** is now in the center of each serious **marketing strategy**. It makes prospects gravitate to your product, helps to convert them into qualified leads, and then – into long-term customers.

How does it look in practice?

According to the latest [reports](#) and surveys, **video content marketing** takes sales results to another dimension.

Let the numbers do the talking:

BIG FACT #1

94%

of video marketers say the video has helped them increase user's understanding of their product or service.

BIG FACT #2

96%

of users say they have watched an explainer video to understand a product or service better.

The word “understand” is the crucial factor here. If prospects **UNDERSTAND**, if they **KNOW HOW** (and **WHAT FOR**) to use your product, they are much more likely to **BUY** it.

That’s why **valuable KNOWLEDGE** is a sales-trigger.

In other words, relevant and useful knowledge is right before making buying decisions.

And that’s why **educating** and guiding leads and clients plays a huge role today.

This is where **Webinars**, as the most engaging and interactive video marketing channel, come in.

Why Webinars?

BIG FACT #3

83%

of video marketers say that webinars have been successful in their marketing campaigns.

BIG FACT #4

66%

of B2B players watch webinars before making a buying decision.

BIG FACT #5

Webinars work at each stage of the funnel:

Early stage
(awareness, interest)

36%

Middle stage
(consideration, intent):

47%

Late stage
(evaluation, purchase):

17%

*source – [State of Webinars 2019 Report](#)

As soon as you realize why webinars are a way to go when it comes to your marketing and sales activities, it's time to learn how to put them into action.

Are you ready?

Let's dive in:

– CHAPTER ONE –

WEBINARS FOR INTERNAL COMMUNICATION

Improving sales results **starts from the inside**. Your **marketers, account and business development managers** and **support team members** need to be fluent about your product and offer, to walk leads and customers through them.

The **internal training process** is not only a starting point. After an efficient onboarding session of new employees, you also need to remember about keeping all the staff up-to-date.

In more prominent organizations like yours, there is also another challenge to face. With departments and branches scattered around the country (or even around the globe) traditional offline training procedures have caused nothing but a severe headache for both sides – managers and employees. They were time and money consuming, not mentioning the nuisance of organizing business travels, accommodation, and renting venues.

Webinars, in general, and **Product Demo Webinars**, in particular, fit here perfectly.

Use Product Demo Webinars to
Teach and Train Your:



**Marketing
Team**



**Sales
Team**



**Support
Team**

Let's see how it works:

Step 1: Onboard new employees

Although newcomers are professionals as such (otherwise, they wouldn't join your company), they need to get familiar with your offer in general, and then to **know it inside-out**.

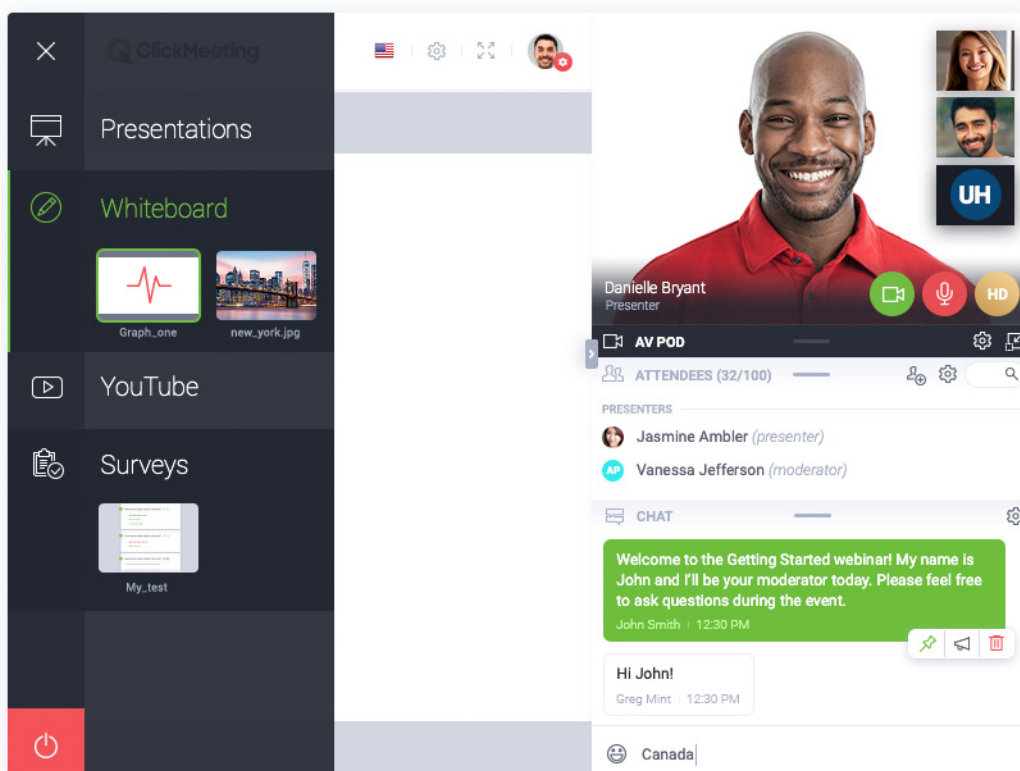
New marketers – they won't be able to spread the word about your company and your products, neither to create and implement effective marketing campaigns, if they don't "taste" the offer.

The same goes for your **Sales team**. It will be tough for them to sell the product, without knowing its every tiny detail.

Support team members? Don't skip them in the process because they will be one of the most crucial elements for building relationships between your brand and your customers. Support specialists need to be at a native level when it comes to knowing your products.

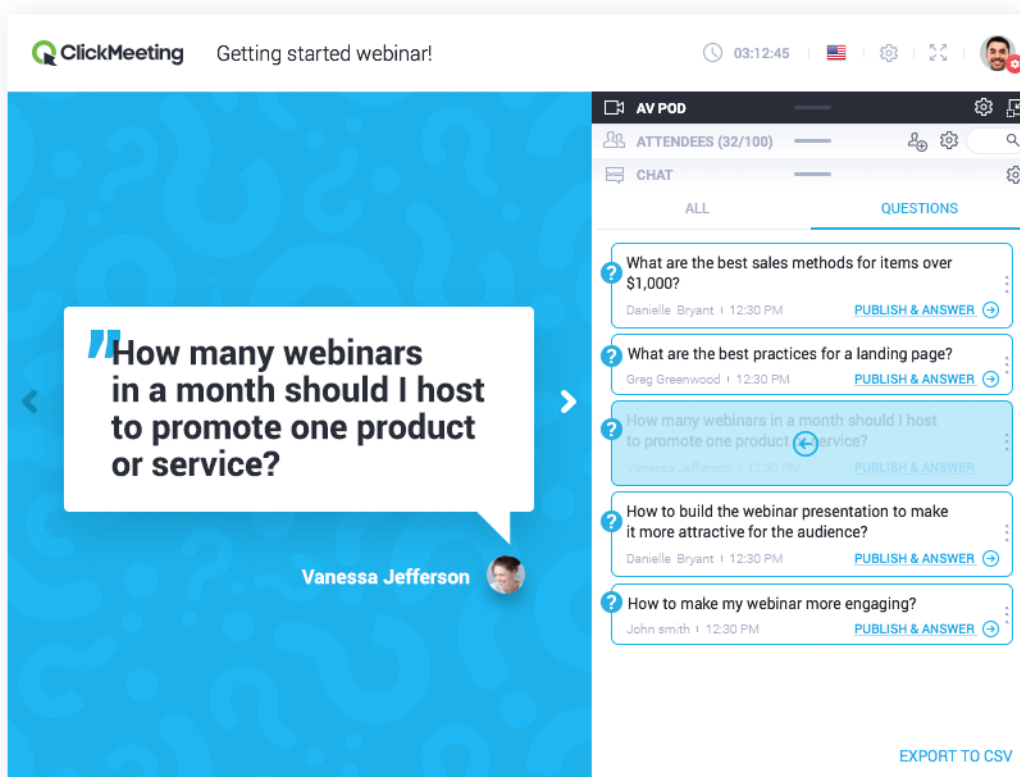
How to achieve it? With running **onboarding and training webinars!**

Use **multimedia and interactive features** of the webinar software. Upload a **presentation** and prerecorded **video tutorials** to play during your online event.



Make the most of the **screen sharing** feature to show your new employees precisely what you do. There is no better way to walk newbies through your product and to highlight all the bits and pieces.

Webinars give you also a chance to check whether everybody follows and understands everything as you move along with the training. As a presenter, you can encourage them to **ask questions through Chat** window and do a quick overview during a **Q&A session** after the presentation.



The best way to check their freshly acquired knowledge is to run a **Survey** at the end of your onboarding online event.

But don't just take our word for it! Our customer, **Nest Bank** (full case study [available here](#)), uses onboarding webinars for training their franchisees and bank advisors.

How do webinars work for them in this case?

They hold their events once or twice a week for **250-350 attendees**. To make it compact and digestible, each event doesn't last more than 1.5 hours. They send invitations with **secure token-protected access** and gather all the franchisees in one customized webinar room.

Why did they resign from traditional training events to webinars?

"The bank's offer was changing so much and so often that it was impossible to keep all the franchisees up-to-date with the products. To keep pace, we needed a new tool and strategy" – says **Krzysztof Grodecki**, the trainer of Nest Bank Affiliate Network.



"Today, if we had to come back to stationary training events, we would **have to organize 16 large sessions in 16 different regions**. It would last **10 times longer to achieve it**, not to mention the **travel costs, venues, accommodations**, and so on. Instead of wasting two weeks of our time, we spend only one day to do all this **with a single webinar!**" – Grodecki continues.

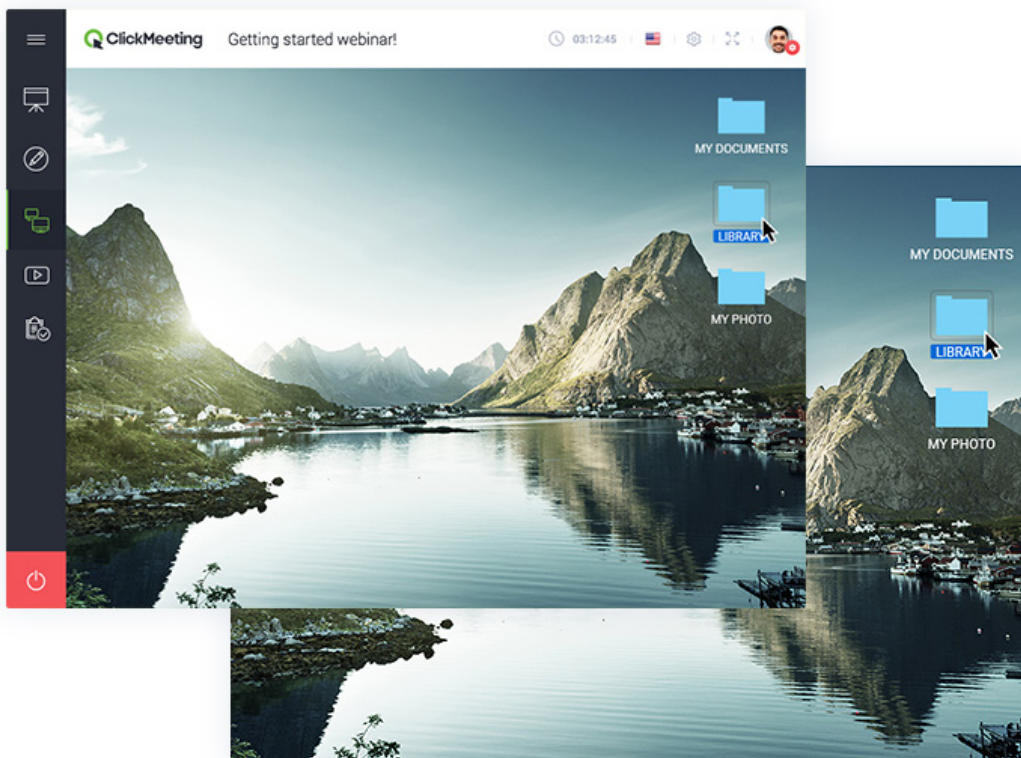
Step 2: Product updates

To compete in today's world, and to keep up the pace, you continuously work on improving and evolving your products and offer. New markets, visions, features – each year brings more knowledge to share with your employees.

Regular webinars are the fastest way to **keep all staff up-to-date**, and they work much better than dull and soul-sucking e-mails (that rarely someone reads with fully understanding).

„We have expanded very fast and so has the product and its features” – says **Kamila Szymańska, the Manager of The Sales Effectiveness Department in Nest Bank**. – “We got to the point when we had to send the updates via e-mails, but we couldn't make sure that our message will get to everyone the way we wanted to.”

Again, webinar software features like **screen sharing**, **whiteboard with drawing tools**, and **presentation** will help you get the job done.



And what's more, **running product demo webinars save you effort, time, and money** you would spend on organizing any other training activity.

Let's take another look at the Nest Bank's case:

"The greatest value is that during webinars we are really connected with everyone employed in our network, and we can pass the same information to the whole group" - says **Kamila Szymańska**.

Getting everyone on the same page is a crucial aspect and extremely challenging for companies like Nest Bank with branches located all over the country.

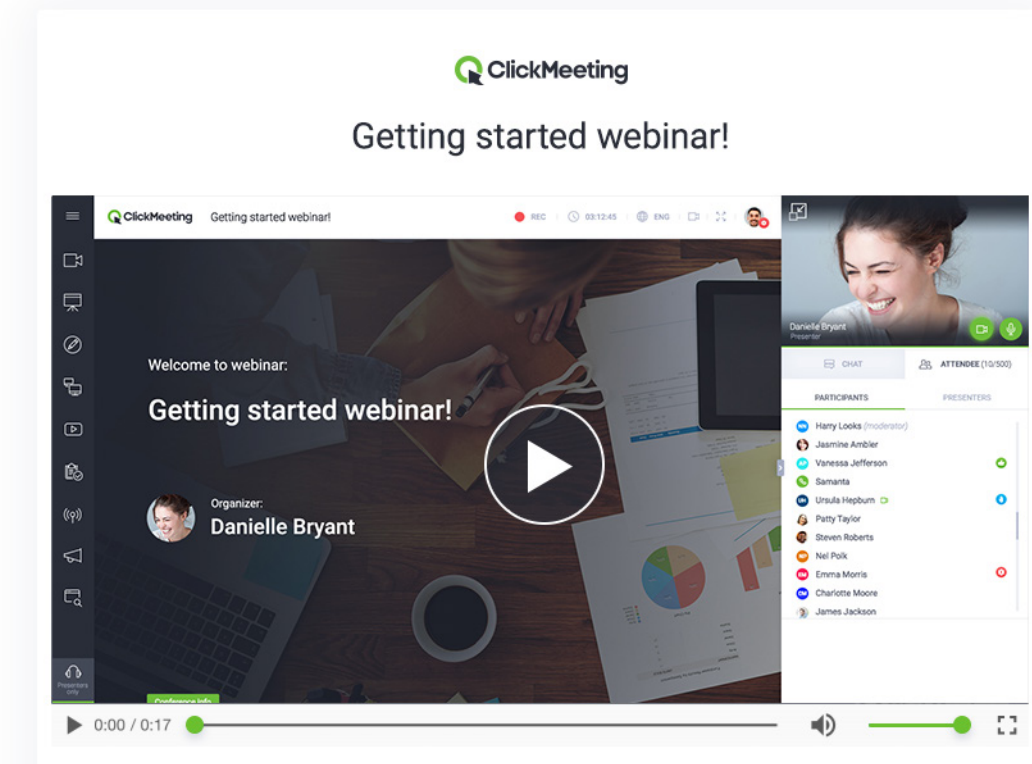
How do they feel about using webinars for training their employees?

"With webinars, we **deliver our knowledge faster and more effectively**, we reduce costs like never before, and we save precious time for our trainers and employees. It's a win-win solution for everyone in Nest Bank" – **Szymańska** concludes.



To wrap it up, here are **ClickMeeting features** you can use in **internal Product Demo Webinars**:

- **Screen sharing** – show your employees where they can find a feature and how it works. For example, you can walk them through the process of setting up the user account, so they will be able to support customers in that matter.
- **Whiteboard** – note down the key points that you have covered during your webinar or your attendees' questions asked during the meeting to get back to them later on.
- **Video** – record short video tutorials before the webinar and play them while you are online.
- **Chat and Q&A** – encourage your team to ask questions during and after the webinar. Make sure everyone understands what you are saying.
- **Survey** – make sure the attendees have acquired the knowledge you shared with them. Prepare a survey and ask them to take part in it after your presentation is over.
- **On-Demand Webinars** – it lets you save your webinar and share it with users who couldn't make it on time. Employees can also watch it anytime they want to revise their knowledge.



OK! So that was all about internal communication, which is just a work-out gym before entering real-life market competitions.

Now, let's explore the sale process itself.

– CHAPTER TWO –

WEBINARS FOR EXTERNAL COMMUNICATION

As soon as you mastered the way for agile internal training procedures, you are ready to transfer this communication methodology to reach more **prospects, leads, and customers**.

Meaning:

It's time to go outside with your product!

If your company's **market is global** (which is pretty natural nowadays), and your goals are about getting to **customers from different countries and time zones**, the video conferencing and webinars should be your weapon of choice.

Regardless whether you are a **sales-funnel** believer or you are more likely to convert to the **flywheel** approach (hyped by such marketing giants like [Moz](#) or [HubSpot](#)), take a closer look at how webinars will make your sale results flourish.

What is outstanding about **product demo webinars**, is that you can organize them at every stage of the customer journey.

Step 1: Lead Generation – huge online events

Time to cast your net wide and attract as many prospects as possible. Take the leverage of the webinar room's capacity into consideration. **Do it on a big scale - invite hundreds or even thousands of prospects for a general Product Demo Webinar.**

The goal is to convert your **webinar attendees into qualified leads**.

Showcase your product to new audiences scattered around the globe. When it comes to webinar technology, you will start by using the same tools as earlier for internal purposes.

You are not just talking about the product; **you need to SHOW it**. That's why, apart from the apparent slide-presentation, make the most of the **screen sharing** and **video** features.

Make it exciting and engaging, and most of all – **highlight the values**, instead of only bragging about the product (keep in mind the meaning of knowledge-sharing).

Here's how **Brand24** (read the full case study [here](#)), world-renowned web monitoring and social listening SaaS platform, employed huge webinars into a **lead generation** process:

Their certificate webinars gather from **200 to 500 attendees!**



“Honestly, if we wanted to reach that number of people without webinars, it would take months, multiplying costs and our staffing needs exponentially.” – admits **Mikołaj Winkiel, Chief Evangelist at Brand24**.

In the first product demo webinar, it is essential to gather as much information about your leads as possible. Hence you need to pay special attention to create your **Survey** that you will display during a webinar. **Right questions** will help you analyze your leads' **needs, preferences** and, most importantly, their **pain points** later on!

With that, your sales team will split the audience to categories, and pick the most promising ones to hit with a second, more specific, product demo webinar.

Step 2: Lead Nurturing & Sales – smaller Product Demo Webinars

The leads who are vividly interested in your offer are very likely to come to watch your second product demo webinar.

It's time to take a dive into your **CRM** and divide your **qualified leads into smaller groups**. Then, select relevant webinar topics for each group and schedule a sequence of **smaller online events**.

They will work exactly how the previous ones. However, you will have the opportunity to focus on direct communication with them in the **Chat window**, during the webinar and the **Q&A session** shortly after the presentation.

The trick is not to push the sales pitch but focus on **educating and sharing knowledge** about your product instead.

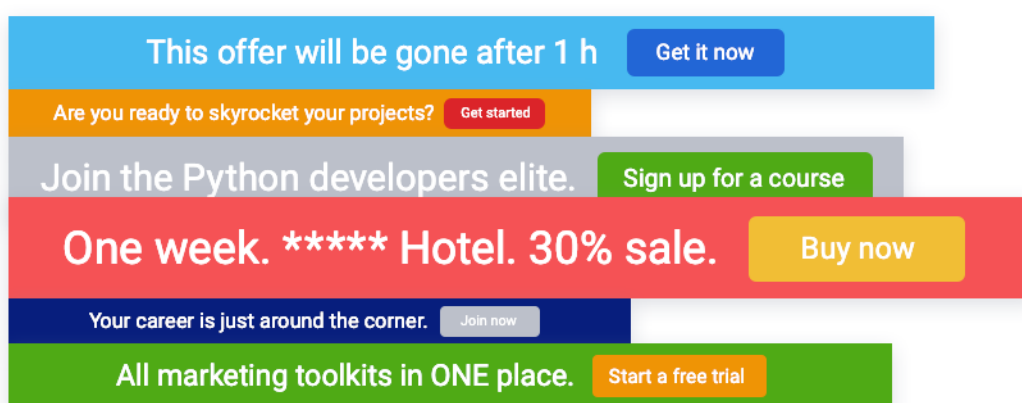
Let's go back to **Brand24**. They use product demo webinars to guide their customers through their software platform and teach them how to use the account panel most efficiently.

„The more a client knows about our product's ecosystem inside out, **the better their business results will be**” – says **Mikołaj Winkiel** from **Brand24**.



There is no reason to overrate that. Presenting the **real value for your future customers** and highlighting how your product will improve their life is **the essence of a webinar**. As long as you pin them right there, the **CTA button** will be only a cherry on top.

Speaking of the **CTA button**. To convert your leads into loyal customers and close your sales deals, set the **Call-To-Action feature** before the webinar and deploy it at the end of your online event.



Thanks to a compelling CTA button, you will redirect your leads to your **landing page** with a **sign-up or buy-now form** waiting for them!

Step 3: Onboarding webinars for new customers

Success! You have closed many deals and converted webinar attendees into new customers! But put those champagne bottles back on the shelf because the journey does not end here.

There is an arsenal of resources you can offer to your newbies to teach them how to use the product: **blog posts**, **video tutorials**, **e-books** or **online courses** (to name just a few). **Welcome webinars** are much more interactive and give you a chance to react fast when new customers are stuck with something.

Brand24, for instance, has taken it even a step further. They wanted to **anticipate questions about their product** and provide answers **BEFORE** their clients could even think of what to ask.

“Webinars weren’t a way to avoid questions; webinars gave us a chance to answer them before our customers asked” – admits **Mikołaj Winkiel**.

Again, sharing knowledge is the key. When people know how to use a product, they will stick to it. If they decide to buy something because it seemed attractive at first, but they missed the moment to learn how to make the most of it, they will leave it behind sooner or later.

The **customer lifetime** is at stake right here. Assign your trained account managers to teach the newbies. Make them fluent with your product, and **they will stay**.



Step 4: Product update webinars for existing customers

Remember product updates from the first chapter and keeping your employees up-to-date? It applies for external communication as well.

Your **product is growing and developing** and as much as your sales team members need to know about the changes so should your customers.

Webinars armed with tools like **screen sharing, presentation** or **video** are a perfect way to let your customers know what new and exciting is happening in your offer.

You need to be careful though not to fall into the trap of focusing just on the features. Webinars, like other content marketing formats, need to be **highly customer-centric**. Before preparing a script for your webinar, write down all the product updates and **values** that will empower your customers.

We're talking about **client retention** here, so it's pretty salient. When your customers are under the impression that you're **looking after them**, keep supplying them with **fresh knowledge and solutions**, you will win them for much longer.

As **Brand24** has learned, webinars work perfectly for this matter:

"We want to engage people who are testing our tools by showing them every corner of the account panel. Why? Because a **well-educated customer is a more solid customer and is much more likely to stay with us for the long term**. The more they know about our product's ecosystem inside out, the better their business results will be" – says **Mikołaj Winkiel**.



Step 5: Upselling and cross-selling with product demos

These sales techniques can happen during your first huge online event as well as during the following ones.

While showcasing your product for the first time or demonstrating the updates, you can show and explain the benefits of higher plans, special add-ons, **complementary products**, basic or **more expensive**.

It can look like pulling back the curtain a bit to tease the audience with something more glamorous but without aggressive pushing of the sales. Leave the door open with an enticing **Call-To-Action** button displayed for a while in the webinar room.

To summarize this chapter, let's see what **ClickMeeting features** you can use to run successful sales campaigns with webinars:

- **Custom Branding** – make sure the webinar layout is consistent with your brand's identity so that attendees recognize you at first glance. Let them remember your logo and colors to build trust and strengthen your brand's image in their minds.
- **Screen sharing** – a perfect tool to demonstrate your product in action – show step-by-step how to start and make use of your features. Let your audience get familiar with your product and know exactly what to do.
- **Chat and Q&A** – build relationships with your audience, encourage them to ask questions, learn what else they need to know about your product.
- **Survey** – gather valuable feedback during or after webinars and analyze the results to improve future sales campaigns.
- **Call-To-Action** – make a final impact with an enticing CTA button and redirect your audience to a landing page with a sign-up or buy-now form. Trigger them and make them hit the last button.
- **Facebook and YouTube Live** – take the leverage of your social networks gathered around your brand. To reach more leads with your webinar content, you can stream it live on Facebook or YouTube.
- **On-Demand Webinars** – a lead generation machine. People are utterly busy, and it's very likely they'll miss your live event. No worries! You can use the recording of your webinar and make it available for the registrants anytime they want (on-demand). But the bottom line is that you can send the recording to your leads who haven't registered for a live webinar. To get access to the event, they will need to leave their e-mail addresses! A win-win situation!
- **Automated Webinars** – record your product demo webinar once and put it on autopilot. This tool makes the whole work way easier for your sales team. We'll talk about it more in this e-book's supplement.

– FINAL WORDS –

Phew! That was quite a journey! We have covered two stages of blooming sales process with the help of video conferencing software.

Webinars are a proven way to take enterprise (internal and external) communication a few levels up.

They help to **teach and train your sales and marketing teams** to make them savvy with your product. But above all, webinars open new opportunities to **generate and nurture your leads, close your sales deals, and improve your customer retention.**

The bottom line:

With webinars, you **save time, money and effort** during the whole process. Plus – you can reach **new audiences or markets**, regardless of the **continent and time zone.**



– SUPPLEMENT –

Automated Webinars: make the process easier and save more time

Attracting many people with your product takes time and effort. It requires running many webinars, often with similar or the same content.

With Automated Webinars feature it is easier to:

- Record your Product Demo Webinar once and make it perfect.
- Schedule the Automated Webinar – choose a date, hour, and time zone.
- Upload your recording, add a survey, create a customized Call-To-Action button.
- Design your Automated Webinar's timeline.
- Assign someone to moderate the Chat or leave it without the Chat. And this is where the beauty lies – you can also enable your audience to leave their questions but answer them after the webinar.
- Save it and let the magic happen – the automation will take care of it.