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To win, companies need to optimize the effective use of web and video conferencing and collaboration tools.

Web and Video Conferencing
Virtual Meetings, Virtual Collaboration,
and Virtual Classroom

**For
Sales,
Customers,
and
Partners**

Achieve these Financial Goals with Web and Video Conferencing

- Increase and accelerate revenue.
- Increase operational and CRM efficiency for acquisition, retention, and new offers.
- Reduce costs.
- Increase new customer acquisition.
- Increase revenue from existing customers with your products, services, and software.
- Increase customer retention.
- Improve the performance of sales people (field and inside) and sales managers.

Business Leadership Commitment

Is collaboration an imperative in your organization? Does your company consistently and fully leverage the capabilities that are enabled by web and video conferencing? Are people excited about taking advantage of web and video conferencing capabilities? Do they have the right skills?

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Virtual Selling

Web and Video Conferencing reduces travel costs and has the potential to accelerate the sales process and reduce time to revenue. Sales people successfully engage people who represent the customer (who are often in multiple locations).

Web and Video Conferencing will help you **improve sales metrics**. For example, (i) turn more sales opportunities into proposals and (ii) turn more sales proposals into closed sales.

Sales people find their "sweet spot" for effectively using web and video conferencing.

Use web and video conferencing for these sales tasks:

- **Customer Retention and Account Management**: Collaborative account planning.
- **Introductions**: Before you arrive in person.
- **Consultative Selling, Qualify, What are the Requirements?**: Listen; facilitate interactive, engaging meetings; and use virtual whiteboard.
- **Technical**: SMEs give their input and answer questions without traveling.
- **Custom Solutions, Consulting Plan/SOW**: Get agreement on objectives, the design, and the storyboards; collaboratively develop and lock-down the consulting plan/statement of work.
- **Proposals**: Present your proposal.
- **Lead Generation**: Creatively use webinars.
- **Customer Education**: Delivered by sales, training, and SMEs.

    Business Partners: If your company sells with business partners, web and video conferencing is ideal for these tasks.

- **Account and Sales Strategy**: Initial development and ongoing review and revision.
- **Account Management Calendar**: Coordinate key dates that matter to all parties.
- **Account Analysis:** Collaborative discussions about the target company, competition, and so forth
- **Account Stakeholders and Relationships**: Discussing the strategy for account stakeholders and key relationships.
- And more.

Customer and Partner Education and Coaching

Virtual classes for customers, prospective customers, and partners.
- Live and interactive sessions
- Team teaching
- Use web and video conferencing to create pre-recorded content

Sales Training Delivery: Virtual Courses and Classes

Instructional Design and Course Development

Virtual courses and classes: stand-alone or part of a Blended Learning approach.

- New Hire programs, "refresher" training, and on-going coaching
- Products & Services
- Selling Skills
- Virtual Selling using web and video conferencing
- Personal Development Skills
- Sales Processes
- Software, Systems, and Portals

Sales Manager Performance Coaching

Field Sales

Sales managers identify specific sales performance gaps for each direct report.

- Sales managers provide virtual performance coaching, during one-on-ones and team meetings
- Sales managers discuss CRM sales funnel
- Sales managers teach virtual classes and field questions (to develop competencies)
    - o To his or her own sales team
    - o To other sales teams
- Sales managers assist in making last minute changes to sales proposals

Call Centers

Sales managers arrange for "external talent" to give virtual training and coaching sessions so that call center representatives can "ask the expert." Topics can include:

- Overcoming customer objections with "product X"
- Building the ROI case
- CRM Productivity Tips

Sales Leadership Collaboration

Sales leaders overcome distance problems. They use web and video conferencing for highly collaborative virtual meetings with:

- Other companies
- Peers and direct reports
- Sales channel partners
- Leaders in other business groups within their company

New Revenue

Deliver your Intellectual Property and services, and reach new geographic markets, using web and video conferencing.

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Experience – Web and Video Conferencing

Author and Self-Publisher

Books on web and video conferencing, including **"The Web Conferencing Imperative for Collaboration, Productivity, and Training."** There are five other books (two of which are not yet published).

Custom "Knowledge" Workshops

To learn about Web and Video Conferencing, Virtual Collaboration, and Distance Learning/the Live Virtual Classroom

I taught face to face workshops in a traditional classroom. Each was customized to the audience and objectives. These were "knowledge" oriented and not hands-on for the participants. Past clients:

- Rollins (Orkin)
- Organization Change Alliance
- State of Georgia Telecommute Program

- Southeast Association of Facilitators
- Clean Air Campaign

Success Stories: http://www.morevirtual.com/uploads/Success_Story_-_Virtual_Meetings_and_Virtual_Classroom.pdf

Custom Live Virtual Classroom and Blended Learning using Web and Video Conferencing and Distance Learning

These projects used web and video conferencing for live virtual classroom programs and blended learning.

- AT&T
- Linkup Consulting (Australia HQ)
- Microsoft
- Kuwait Airlines

- IBM Software Group (US and International participants)
- Nokia Learning Services (Finland and Dallas)
- Learn.net
- American Society for Training and Development

On a project for BellSouth, I created a course for large-room multi-location video conferencing where participants used touchpads for interaction. The Microsoft distance learning project was through OmniTech Consulting when I worked for them as a Senior Consultant; although it received a top award from U.S. Distance Learning Assocation, the project did not use web and video conferencing.

Collaboration Course ("Collaboration for New Product Development")

In collaboration with the SME, we converted his two-day traditional classroom course to a 15-hour blended learning program. The new course, which we co-delivered, included five 2-hour virtual sessions using **web and video conferencing** as well as on-the-job activities. Most participants connected from their computer.

Success Story
http://www.morevirtual.com/uploads/Success_Story_-_Blended_Learning.pdf

Business Development Representatives

On team that designed, developed, and delivered an innovative 14-hour blended learning program to business development representatives in the U.S., Europe, Asia Pacific, China, Japan, Latin America, Middle East, and Africa.

This course included 6-hours of virtual classroom instruction using **web and video conferencing**. Some sessions had 50 – 100 people in attendance. Participants connected from their computer. My role included instructional design and developing course materials. **AWARD: "Enabling Sales Channels."** (GOLD Award from Information Technology Services Marketing Association; I wrote 90% of the award submission document.)
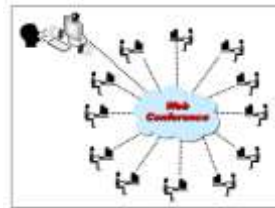
New Hire Training – Sales People (Enterprise, Small Business, and SMB)

I developed numerous training programs for new hires that were delivered using **web and video conferencing**. Course content included systems training, sales and business processes, and technical product training. Participants connected from their computer.

Build Comfort and Virtual Skills for Consultants (located in many different locations)

In collaboration with this international company, I designed and implemented a virtual/blended learning program to increase comfort and skills in using **web and video conferencing**. The client wanted the consultants to become very effective with virtual meetings and collaboration among themselves and to be able to effectively use web and video conferencing with their paying customers. Participants connected from their computer and we used a projection system in a meeting room. I was virtual.
Success Story: http://www.morevirtual.com/uploads/Success_Story_-_Increased_Value_for_Consulting_Company.pdf

American Society for Training and Development (ASTD)

I designed and delivered a custom virtual live program to an ASTD chapter's monthly membership meeting, using **web and video conferencing**. The 90-minute program had 50+ people. The conference room was setup with round tables. In the meeting room was a local room coordinator, projection system, sound speakers, and microphone that was passed around when people had questions and comments. I delivered the program from my home office.
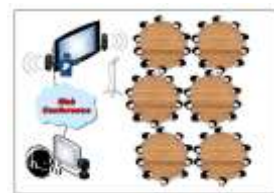
Distance Learning Program for Global Sales Force (did not use web and video conferencing)
In a team environment, I performed job task analysis, instructional design, and course development for a program that trained the company's worldwide sales force. Participants completed pre-work from the web and participated in workshops in a traditional classroom. (Program was recognized for Best Corporate Training from U.S. Distance Learning Association.)

Leadership Development for Managers in Kuwait
On this project, I helped the business consultant design, develop, and deliver the live virtual training class, using **web and video conferencing**. I worked closely with the client to clarify the technical requirements and to test everything before the actual program. During the sessions, I played the role of producer and co-facilitator.

Strategic Planning Project (for Non-Profit Organization)
Co-wrote Strategic Plan for Al-Rawda Community Center, City of Jeddah, Saudi Arabia.
We used **web and video conferencing** for almost every meeting we had and for the training sessions.

Testimonials

http://www.morevirtual.com/uploads/SBTA_Clients_and_Testimonials_8-23-13.pdf

University President, Timothy S. Mescon, President Columbus State University
Former Business School Dean, Kennesaw State University, Georgia
> "'. . . The Web Conferencing Imperative book … hands on, step-by-step approach removes all the mystique from the process and includes dozens of outstanding tips that will greatly benefit any organization."

Dr. Edward E. David, Jr.
Former Science Advisor to the President of the United States, Former Director, White House Office of Science and Technology, Former President, Exxon Research & Engineering Co., Former Executive Director, Bell Telephone Laboratories
> "Henry Liebling's Web Conferencing book is a tour-de-force for those of us who need a way to communicate economically and effectively. Congratulations on your book ...."

Reduced Costs - Blended Learning Evaluation Report, Global Telecommunications Company
"Calculation of costs shows a savings of $9,000 per session."

Virtual Classroom Instructor (Corporate environment)
"As you know, I am a brand-new virtual instructor. Your coaching and encouragement was invaluable. You helped me overcome my initial anxiety. All of your tips and techniques worked great. The students, managers, and measurement team were very impressed. Thank you."

International Business, Training Manager and Senior Consultant
". . . Henry was a great catalyst for getting the ball rolling in our business. . . . Results have included: increased sales, increased value to clients, less travel costs, less travel time, people are more comfortable and more effective in virtual meetings and when delivering virtual training."

Large Audience Town Hall Meeting

I was a **Table Facilitator** in Columbia, South Carolina for this program, sponsored by America*Speaks*. Although I did not design it, I gained a great experience. 3,500 people connected across 57 sites via satellite and Internet. Participants used touchpads for voting. Participants were a diverse and representative group. The Lead Facilitators were Carolyn Lukensmeyer and Greg Hodge. Program: "*Our Budget, Our Economy*" (June 26, 2010). Table Facilitators completed a training program.

Pictures from YouTube: https://www.youtube.com/watch?v=DfOqh_yKPR0 and https://www.youtube.com/watch?v=sODpGx8lo-o

Vote tallies

Via live video feed

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Experience and Capabilities Summary: Henry Liebling
Consulting, Coaching, and Training: Virtual and Traditional

Highlights of Experience

- **Web and Video Conferencing**:
  To win, companies need to accelerate their use of web and video conferencing and collaboration tools.
    o Consultant, Author, Visionary
    o First book: "The Web Conferencing Imperative for Collaboration, Productivity, and Training."

- **Products and Services**: Sales training for: (AT&T, BellSouth MNS, and Cox Communications)
  Managed Internet Security   Managed Groupware/e-mail
  MPLS VPN   Cloud & SaaS Services and Hosting Services
  Mobility Solutions (Field Service Automation, Fleet Management, Sales Force Automation, and Location Based Services)

- **Tools Documentation and Training**: CRM, pricing and ordering tools, customer portal, and conducting research on customers, industry, and competition.

- **Sales Manager Development**: CRM/Funnel Management and Coaching. (AT&T)

- **Collaboration**. 15 hour "Collaboration for New Product Teams" course. I collaborate with senior leaders, front-line employees, middle management, product managers, marketing, SMEs and stakeholders.

- **Processes**: Design/document complex, multi-company pre-sales and post-sales (implementation).

- **Business Development Training**: Blended learning program for IBM Software Group, to sell cloud, mobile, and big data with global partners. (2014, won an industry award – I wrote 90% of award submission document)

- **Business Acumen**: Training and Coaching for Sales People. (Monster Worldwide, BellSouth)

- Course development to sell **analytics** to healthcare market. (2015, Abbott Laboratories)

- **Reseller and Channel Development** training. (Microsoft, BellSouth)

- **Leadership Development and Sales Coach Development**. (AT&T, BellSouth)

- **Team Building, Culture Change/Change Management**. (PeopleSoft, NatWest Bank, Equicor - Equitable HCA)

- **Sales Training and Documentation**: consultative selling, ideal customer profile, business impacts of the product/service, messaging for different buyers, product knowledge/features/benefits, value propositions, pricing, SLAs, customer support, contracts, and company resources.

- **Customer Experience Management**: Consulting, Coaching, and Training.

Collaboration Improvement Checklist

Instructions: Place a checkmark in the box if the item applies to your organization.

The Enterprise Collaboration Function

☐ Senior management wants to accelerate innovation and collaboration.
☐ A new strategy, structure, governance, and/or metrics are needed.
☐ One or several critical collaborations (partnerships) are in trouble.
One or several collaborations have bogged down because of:

☐ Technology ☐ People stuck in their ways ☐ Silo thinking ☐ Trust Issues

☐ Our own "Collaboration Body of Knowledge" needs to be expanded, refreshed, and made available.
☐ More "simple tools" are needed, such as: checklists, rules, templates, and job aids.

Collaboration Education and Training

☐ A collaboration curriculum needs to be developed.
☐ Collaboration members need to learn new skill sets in collaboration practices, relationship management, methods, and effective partnering.
☐ Collaboration members need guidance in applying knowledge and tools to their specific partnering situation.
☐ Classroom training needs to be converted to a virtual distance learning (virtual classroom) format and/or self-paced learning. Blended learning is needed.
☐ Collaborative discussions and meetings need to be more effective.
☐ Teams need professional facilitation to get them out of a rut and onto a new path.

Newly Formed Collaboration Teams

☐ Newly formed teams would benefit by having more support.
☐ Processes need to be improved, for forming, starting, and concluding collaborations.
☐ Team leaders and sponsors need coaching on their role and skills.
☐ With widely-dispersed people, "real-time" (synchronous) and "asynchronous" tools are needed.
☐ People need assistance in using existing tools and processes.

Collaboration Technology, Tools, and Processes

☐ We need to research new technology – web conferencing, video conferencing, online team workspaces, and more.
☐ Training is needed to ensure we optimize technology and tools we already have.
☐ Collaboration processes need to be redesigned and documented.
☐ Tools that support collaborative members need to be updated.

Best Practices

☐ We need to get more benchmarking information.