



# Webinars & Presentations Maximize Results with Less Cost

Your Impact Movie can be used to explain a targeted message anytime -- from spontaneous demos to group presentations to webinars.

### Use it as an effective way to promote your event.

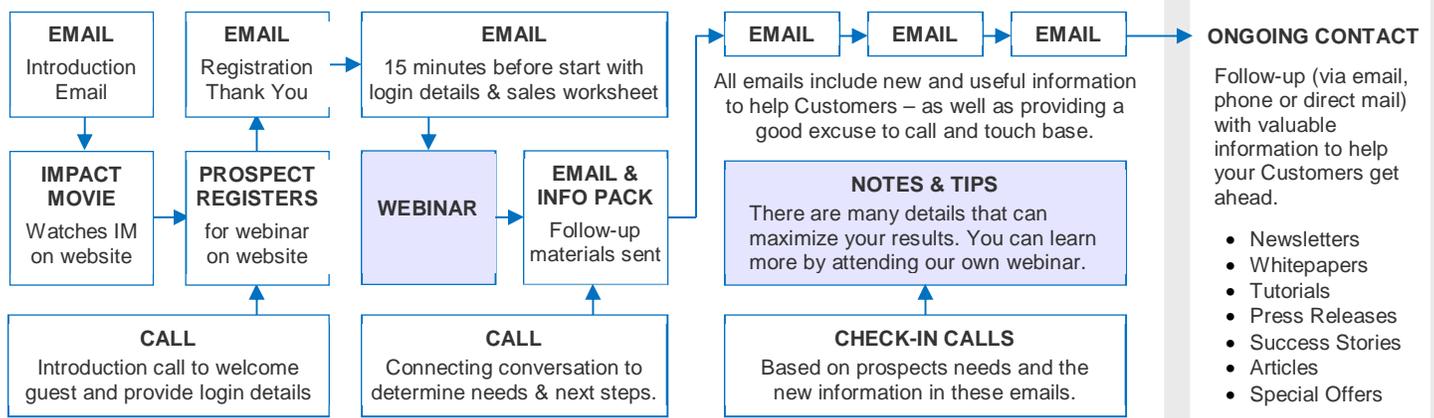
- Get your audience excited to gain the incredibly important knowledge that only you can deliver.
- Offer incentives to attend (whitepapers, ROI reports, gifts).

### Play it as a consistent message during your event.

- It's a consistent message used by sales reps that might be light on product knowledge and experience.
- Promote solutions other than the ones being pitched.

## Simplified Webinar Sales Flow Chart

Our proprietary and detailed flow chart is available for those who attend our webinar, Coffee with AngelCore.



### ONGOING CONTACT

Follow-up (via email, phone or direct mail) with valuable information to help your Customers get ahead.

- Newsletters
- Whitepapers
- Tutorials
- Press Releases
- Success Stories
- Articles
- Special Offers

### BEFORE YOUR EVENT

- Establish better relationships before your events.
- Increase attendance at your events.
- Setup your sales team for more effective follow-up.

### AFTER YOUR EVENT

- Reach people who didn't attend.
- Shorten your sales cycle
- Sell more into existing accounts.

### POST PROCESS ONGOING FOLLOW-UP ACTIVITIES

## Key to Maximizing Sales

The key to maximizing sales is not a secret.

1. First, you need to maintain excellent relationships. The best way to do this is to constantly give your audience useful information that will help them get ahead.
2. Second, you need Customer-centric messaging that connects and resonates. It's a message told from your Customer's point-of-view and positions you as a leader in your industry.

This is what we do for our Customers: reach more people, shorten their process and generate more sales.... all with less overhead.



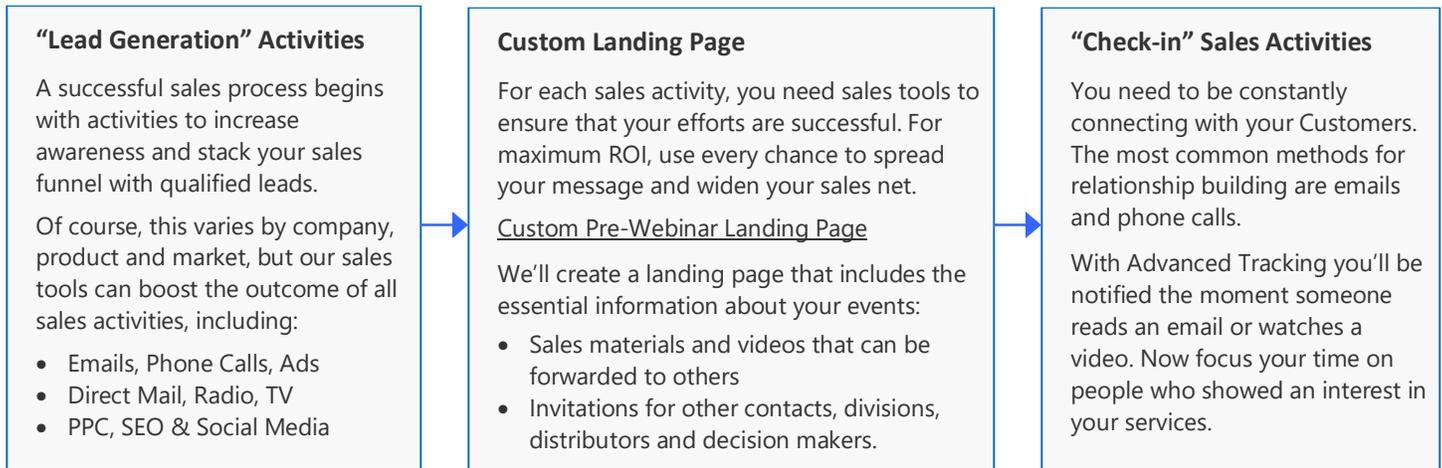


# Webinar Sales Package Overview Flow Chart

Our Customer results show that our services are effective when used alone. However the results are magnified when used together with other sales tools. There are many opportunities before your webinar to boost attendance and results, but these activities need to be planned in advance. The chart below shows how and where these tools can be used in a sales process for webinars, sales visits and other presentation-type activities. The AngelCore Webinar Sales Package includes one of each the following. Services can be swapped to meet your specific needs.

- Impact Movie
- Custom Landing Page
- Advanced Tracking for Emails & Videos
- Press Release
- Customer Testimonials (video or print)
- PowerPoint Slides with Scriptwriting

## Before the Event



## Webinars – Presentations - Sales Visits

### PowerPoint’s with Scriptwriting

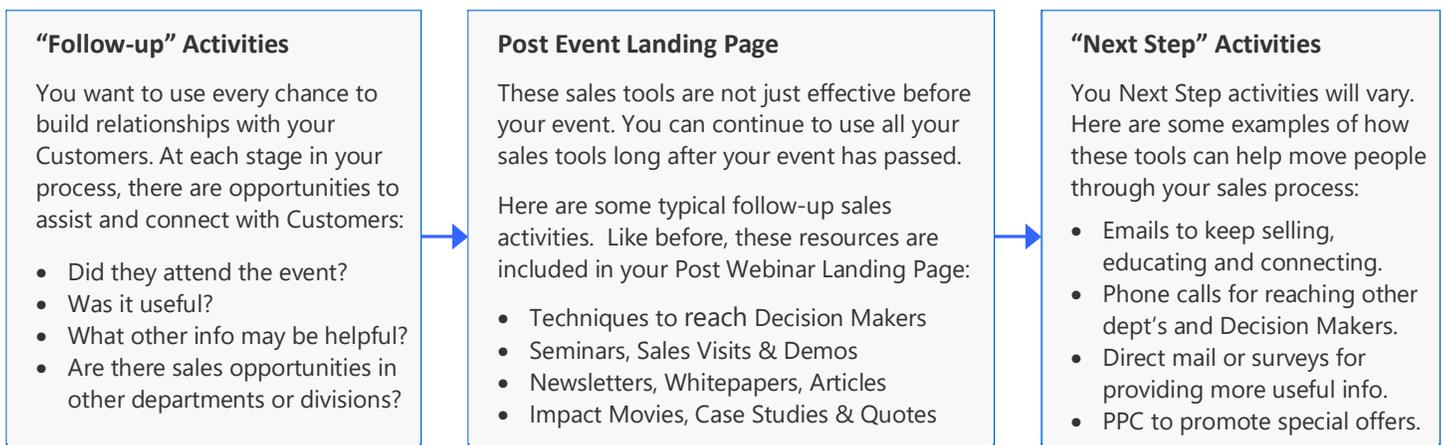
There are two parts to our Webinar Package. One is a superior PowerPoint presentation that educates and connects with your audience. As an option, we can craft a script based on our award-winning messaging model.



### Webinar Sales Tools and Process

Our Webinar Sales Package consists of services to help you maximize your marketing ROI. Furthermore, there are many benefits to producing multiple-sales tools at once– as well as implementing an efficient sales process.

## After the Event



AngelCore  
503-799-4412



# Webinar & Presentations Sales Tools Package

The AngelCore Webinar Sales Kit includes several tools to boost tradeshow effectiveness. These are proven and cost-effective marketing programs aimed at maximizing your ROI. Services may be swapped, but there is a cost savings when multiple services are ordered at once. The terms and conditions for each service apply. Contact your Sales Specialist for a precise quote on a custom sales solution for your company.

## The AngelCore Webinar Sales Package consists of the following:

- |   | List Price: | Bundle Price: |
|---|-------------|---------------|
| <input checked="" type="checkbox"/> <b>One Impact Movie</b> (photo-based style) – These are the most watched and forwarded sales videos. They are an effective way to have people understand your message. It can be used eight ways in a single tradeshow. Use it before the show to increase attendance at your booth, during the show to educate and connect with booth visitors and after the show to reach people who didn't attend and sell deeper into Customer organizations. | Call _____  | Call _____    |
| <input checked="" type="checkbox"/> <b>One Landing Page</b> - A Landing Page that plays your video automatically is an effective way to connect with your audience before the event. Encourage your Customers preregister for one-on-one meetings, download sales materials, watch videos and invite others to your booth.  | _____       | _____         |
| <input checked="" type="checkbox"/> <b>Case Studies (Video or Written)</b> - Nothing is more effective at convincing people of the value of a services than actual testimonials from Customers. We will research, write and publish two case studies. As an option, we can publish them as Video Impact Movies.   | _____       | _____         |
| <input checked="" type="checkbox"/> <b>Press Release</b> – You should always be making news. We can help you uncover media opportunities to get the word out about you, as well as promote your special event. At a minimum, it's another tool to boost your image and educate your audience. Attach it to emails and add on your landing pages and social media sites.   | _____       | _____         |
| <input checked="" type="checkbox"/> <b>PowerPoints</b> - PowerPoints can be used at every stage in your sales process, including before, during and after your event. They're a great tool that can be used during all the stages in your sales process – not just at your webinars.  | _____       | _____         |

## Additional services to boost the ROI of your Webinars, Presentations & Seminars

- |  |                             |       |
|--|-----------------------------|-------|
| <input type="checkbox"/> <b>Guided Tours</b> - These are longer Impact Movies that include more detailed information about the benefits of your services. Take your booth visitors on a quick tour of your product or service. Then use it as a follow-up for those who attended the event and for those who could not attend. | _____                       | _____ |
| <input type="checkbox"/> <b>Custom Books</b> - Exhibitor Magazine named Custom Books, "the perfect inbooth giveaway". You can watch an Impact Movie on the Custom Book's website at: <a href="http://www.CustomBooks.com">www.CustomBooks.com</a> .  | _____                       | _____ |
| <input type="checkbox"/> <b>Sales Materials</b> – Sales materials that are useful and professionally-designed will boost your image. We can produce brochures, monthly newsletters, whitepapers and have articles about you published in magazines of your choice.   | _____                       | _____ |
| <input type="checkbox"/> <b>Other:</b> _____<br>_____<br>_____   | <b>List price:</b> \$ _____ |       |
|  | <b>Discounts:</b> \$ _____  |       |
|  | <b>Net cost:</b> \$ _____   |       |

Organization: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 Description: AngelCore Webinar Sales Package      Name: \_\_\_\_\_  
 Cost: \_\_\_\_\_ (Enter from quote)      Title: \_\_\_\_\_  
 Phone: \_\_\_\_\_      Email: \_\_\_\_\_  
 Date: \_\_\_\_\_      Signature: \_\_\_\_\_

**Thank You**

**ANGELCORE**  
503-799-4412

Please complete these forms with the help of your AngelCore Sales Strategist. Then, fax them to 503-217-6036. The terms and conditions for the individual services apply. Visit our website for updates and new information. We look forward to helping you achieve your sales and personal goals.

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# Multi-Sales Tool Development Benefits in Time and Cost

In today's competitive business climate, it's getting harder to get ahead. You need to make every dollar count - and minute too. You need to get the most from your investments. At AngelCore, our goal is to maximize the sales ROI for our Customers. These companies are some of the fastest-growing in the world and include Microsoft, HP, Xerox, Epson, BP, US Bank, SAP, USDA and American Airlines. We do this by increasing sales, decreasing costs, reducing risks and saving you time. In the end you get better results and at a low price. Taking care of our Customers for less cost... reaching more people with a better message. That's what we do. Here are some of the ways our Clients are increasing sales while reducing their overall marketing costs.

## Experience that Minimizes Risks and Costs

Don't wing it. We have years of experience helping our Customers achieve their goals.

- We know the tips and tricks, ins and outs.
- We will help eliminate the risks and pitfalls that can sabotage your results.

## Anyone can make a sales video. We make Results.

We've made nearly 5000 sales videos. One thing we've learned is that their success is not a guarantee. Our goal isn't to make videos. It is to deliver tools that work for you. We do this with:

- tools that work and
- a superior sales process.



## Benefits of Developing Multiple Sales Tools at One Time

### Increase Sales

It starts with having a "Sales Strategist" who works with you to see the big picture, such as:

- Integrating all your sales tools so they can benefit and support each other.
- Delivering our tools in different formats so that they can be used (1) many ways, (2) throughout the different stages in your sales process and (3) by others in your company.

### Lower Production Costs

There is a great cost savings when you produce a few sales tools at one time. We will spend less time and effort for:

- Strategy, orientation and planning
- Branding, positioning and messaging
- Creating designs, repairing graphics, and so on.

### Time Savings for You

You'll save considerable time compared to creating these tools separately. It takes time to execute a successful advertising and sales campaign. And with each additional service, the savings are even greater. You'll spend less time:

- Explaining your company and product details
- Describing your challenges and sales process
- Locating and sending files, specs, photos, graphics
- Reviewing messaging, copywriting, designs, etc.



## Benefits of Having an Integrated Sales Process

### Efficient Sales Process

Together, we'll build a sales process around your specific needs.

- Don't spend valuable time and money where it's not needed. Instead, strengthen the areas of your sales process that are weak.
- Then use your time more effectively by using the right sales tool at the right time.

### Superior Messaging

We'll develop messaging that's speaks to your Customers' pain crafted from our proven story-telling model.

- Messaging that is targeted to your different market segments and different Customer needs.
- Messaging that helps you educate and connect with your audience.

### Focus on Results

You'll work with a team that understands the purpose of each tool and how it fits into your specific process. Our goal is to produce results by focusing on:

- Leading your Customers to the next stage in your process.
- Special offers, incentives and deadlines to target specific segments.
- Reaching markets that you were unable to reach before.

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