

SALES

Maximize your sales team's effectiveness. Get your salespeople deeper account insight, instant access to experts, and enhanced information while they're on the road. The ability to connect with participants—partners, customers, and employees—will help sales teams close business faster.

CONNECT SALES WITH SUBJECT MATTER

Make it easy for salespeople on the road to find the subject-matter expertise they need to quickly put together a winning pitch. A robust video repository and in-video search helps them find the info they need, fast.

SHARE COMPETITIVE INTELLIGENCE

Regularly update your competitive intelligence through posted videos to keep everyone abreast of the latest developments in the marketplace. Backtracking through older videos will help build a bigger picture of how the market changes over time.

LEVERAGE YOUR BEST PRACTICES

When your sales team can exchange information in a peer-to-peer collaborative environment, they can coach each other on winning strategies, stories, and killer pitches.

80%

Think video
increases online
sales



Source: *The State of Video in the Enterprise 2015: A Kaltura Report*

CREATE PERSONALIZED DEMOS

With video creation tools, empower your sales team to build customized videos and demos for each new pitch. A video follow up can be a nice personalized touch as well!

STAY ALIGNED WITH MARKETING

With shared repositories, it's easier to keep sales messaging in line with marketing messaging. Make it simple to repurpose great content.

" Our sales team is looking at a customer prospect's menu before the sales pitch, coming up with a concept, creating a video of that concept...and sharing it directly with the customer through Kaltura. "

Kelley Wood, Digital and Integrated Marketing Manager, Rich Products Corporation

Looking for more information on crafting your video strategy?

Contact us at +1-800-871-5224, or fill out this form <http://corp.kaltura.com/company/contact-us>