

# 6 IMPACTFUL WEB CONFERENCING USE CASES FOR SALES

→ In a **recent study**, Aberdeen Group found that 73% of Best-in-Class sales organizations invest in web/video conferencing solutions that support video-based selling. If you're not already using web conferencing solutions, you should be. Moreover, you should maximize the solution's value by considering the use cases outlined in this checklist.

<input type="checkbox"/>	<b>“What’s in it for me” product demonstrations:</b> If “facts tell, but stories sell,” a strong and visually compelling demo is an unbeatable way to focus a prospect’s attention on WIIFM, or “what's in it for me,” when they can visualize themselves using and benefiting from the product as they see it in action.
<input type="checkbox"/>	<b>Sales-guided test drives for buyers:</b> If ease-of-use or intuitiveness are powerful selling points for your offerings, or if your buyers tend to be “do-it-yourselfers,” allowing your buyers to drive through an interactive, screen-shared conversation can allow them to see the value for themselves on their terms.
<input type="checkbox"/>	<b>Online assessment or ROI calculator walk-throughs:</b> Instead of telling buyers what their ROI or projected returns “should be” you can use a web conferencing solutions in concert with an online assessment or an ROI calculator to help the buyer self-assess.
<input type="checkbox"/>	<b>Winning with whiteboarding:</b> Best-in-Class companies are almost twice as likely as under-performers (21% vs. 11%) to use their web conferencing solutions to create a more engaging and compelling conversational experience. Whiteboarding features help sellers stand out from the competition by literally painting a picture for their buyers on the fly.
<input type="checkbox"/>	<b>Record and share tribal knowledge:</b> 57% of Best-in-Class sales organizations already have a process for collecting and sharing tribal knowledge, but recording features allow sellers to expand on this best practice by documenting interactions, and even doing live “post-mortems” for sales training of what worked on a conference, and what didn't.
<input type="checkbox"/>	<b>Get with the picture and get on video:</b> Organizations that can carry out video-based sales interactions demonstrate a 43% greater proficiency at mapping products and offerings to their buyers’ business challenges, compared to non-enabled organizations (60% vs. 42%) — a critical competency for closing effectively.



→ **Want to know more about web conferencing for sales?**

**Read the Knowledge Brief:** [Selling Tools of the Trade: What Are The Must-Haves?](#)