



Mikogo for Software Sales: Simple Effectiveness of a Live Demo

The key to any kind of sales is to impress the prospective client. One of the main “wow” factors of software should be ease of use — the more awkward the demo, the less a client wants to use your product on a daily basis. With an in-person demo, you’re as good as your software. At a distance, you’re as good as the presentation tools.

With Mikogo on hand for desktop sharing web meetings, the sales team of a software company has an easy-to-use solution that quickly enables them to demonstrate their company products and offerings to a prospect without in fact traveling to see them. By allowing the prospect to see the salesperson’s screen in real-time over the Web, Mikogo becomes the visual back-up to the sales call.

Keep it Simple

“Videos and demo downloads are great, but there is nothing better than being able to manually show, step by step, a demo of your software,” says Greg Schlosser of InnSend, which provides specialized instant messaging software to hotels worldwide. He’s among a fast-growing group of software sales executives who say that Mikogo, with its ease of use and full suite of tools, is the best and most affordable desktop-sharing program out there.



“It would be financial suicide for us to try to give new potential clients live demos in person – Mikogo is a must!”

- GREG SCHLOSSER, PRESIDENT AND FOUNDER, INNSEND

“We pride ourselves of having our own simple-to-use solution for hotels, so we would never use a desktop-sharing system that did not emulate our product to some extent,” he says. “There has not been one demo that we have done where even the most non-computer-savvy person did not understand how to join a Mikogo session.”



Used Across the Board

Any experienced salesperson will tell you that you are likely to only get one attempt with a new prospect to deliver the perfect sales pitch. Robert Hardy, whose m2m Technology Ltd. provides hardware, software and customized development for a range of UK businesses and supports 200 clients across the UK, is another fan of Mikogo's ability to help close a deal. "We regularly use Mikogo for one-to-one demonstrations in the sales process," he says.



"User-friendly, reliable, easy to setup and our clients find it very simple to use."

- ROBERT HARDY, M2M TECHNOLOGY LTD.

However, m2m is finding that they can use Mikogo in all phases of the project, from initial demo to customer support. "We also use it to demonstrate work in progress on software development projects, along with support and troubleshooting. The Mikogo software is user-friendly, reliable and easy to setup and configure. It's an essential tool for our organization."

The Perfect Remote Sales Pitch

In some industries, sales staff can focus on the face-to-face meeting, but Schlosser has found that when dealing with time zones and language barriers, Mikogo is a powerful way to connect with a prospect.

"Scheduling a Mikogo session gets potential clients to commit to an actual date and time," he notes. "You still get the same level of time commitment that you would if you flew halfway around the world for a 15-minute live demo but without the huge expense of traveling."

"Despite hotel clients being spread across the globe, Mikogo for our live demos is extremely easy to use and works flawlessly," says Schlosser.

And in light of its natural and easy interface, a live sales demo with Mikogo means it's still just you, your product, and a committed audience—no matter where they are.



More information at www.mikogo.com/customers