



# Genesys Meeting Center

ON DEMAND AUDIO AND WEB CONFERENCING

## GLOBAL SALES SUCCESS

The Vice President of Worldwide Sales opened with a few words of thanks to the senior executives from the Japanese bank he had aggressively wooed. The Director of Regional Sales for Asia and her team were on hand. A slew of lawyers stood by. It was the final phase of a deal that was years — and countless man-hours — in the making. At last, the VP smiled, "So, we have a deal?" His Japanese counterpart nodded. "Done."

Meetings like this are familiar to anyone in global sales. Closing the deal is the name of the game. But, this meeting was unique because it took place in a virtual meeting room made possible by the Genesys Meeting Center. The Japanese businessmen were online from Tokyo, the VP was in Chicago, the sales team dialed in from Hong Kong, and the lawyers from New York. Together, they reviewed the contract paragraph by paragraph, tweaking the document in real time.

## REDEFINING SALES

The Genesys Meeting Center is transforming how sales is done. Sales cycles are being whittled down. Product launches are more compelling and open to wider audiences than ever before. Budgets — once dominated by business travel — are freed to make their way to the bottom line, or to make an impact elsewhere.

## AN ADVANCED TOOL

With Genesys Meeting Center, this VP meets and qualifies scores of new prospects, at any time, from anywhere, using the industry's most advanced — yet easy to use — online meeting tool. Today, some 200 of the Global 500 rely on 1-click web meetings from Genesys to drive their sales efforts.

## REAPING THE BENEFITS

Sales executives are reaching more people, getting more done, spending less time in the process — all at lower cost than ever before. They use Genesys to deliver compelling presentations. They share applications right from the desktop. They demonstrate new products to larger groups and they measure results instantaneously with online surveys.

## EMPOWERING GLOBAL SALES TEAMS

Powerful. Intuitive. Convenient. Cost-effective. What more could one ask? Well, to top it off, Genesys Meeting Center provides a simple, upfront, time-based rate. You pay only for the time you use.

Welcome to the world of **Genesys Meeting Center**. Welcome to tomorrow.

## Shorten sales cycles:

- Connect with more prospects
- Generate leads in less time
- Qualify prospects faster
- Reduce travel budgets
- Bring decision-makers together
- Close deals quicker

## Communicate more effectively:

- Introduce new services
- Give better presentations
- Present interactively
- Create high impact demos
- Edit contracts in real time

## Strengthen relationships:

- Follow up with leads
- Train customers
- Retain customers
- Engage channel partners
- Keep global teams in sync

